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# MAD SCREENS TV

NO. 12 APR 2020

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# MAD

NO. 12 APRIL 2020

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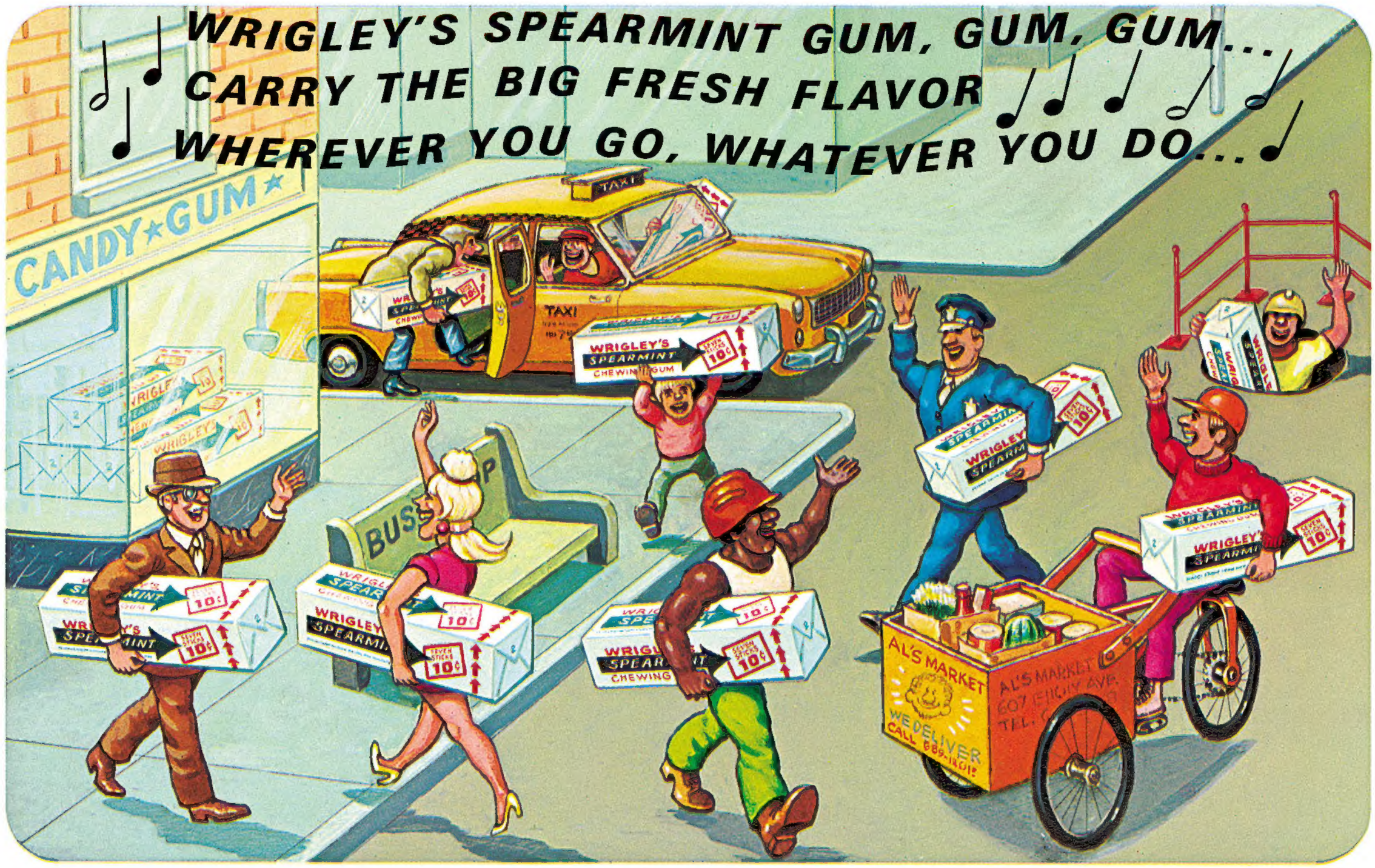
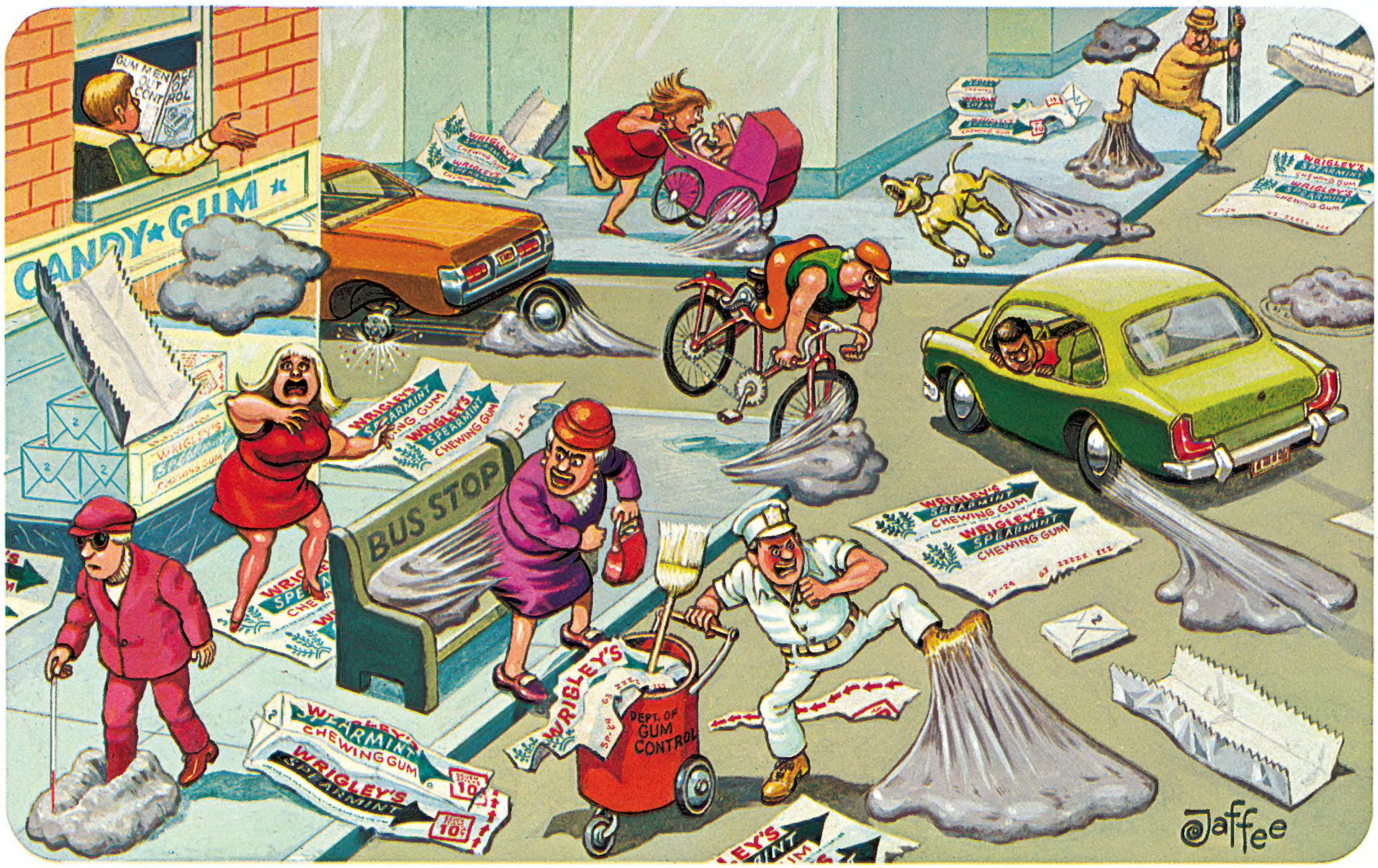
**COVER ARTIST** **Mark Fredrickson**

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented here unaltered (and with crossed fingers) for historical reference.

# A MAD LOOK AT A TV COMMERCIAL




WRITER & ARTIST **AL JAFFEE**

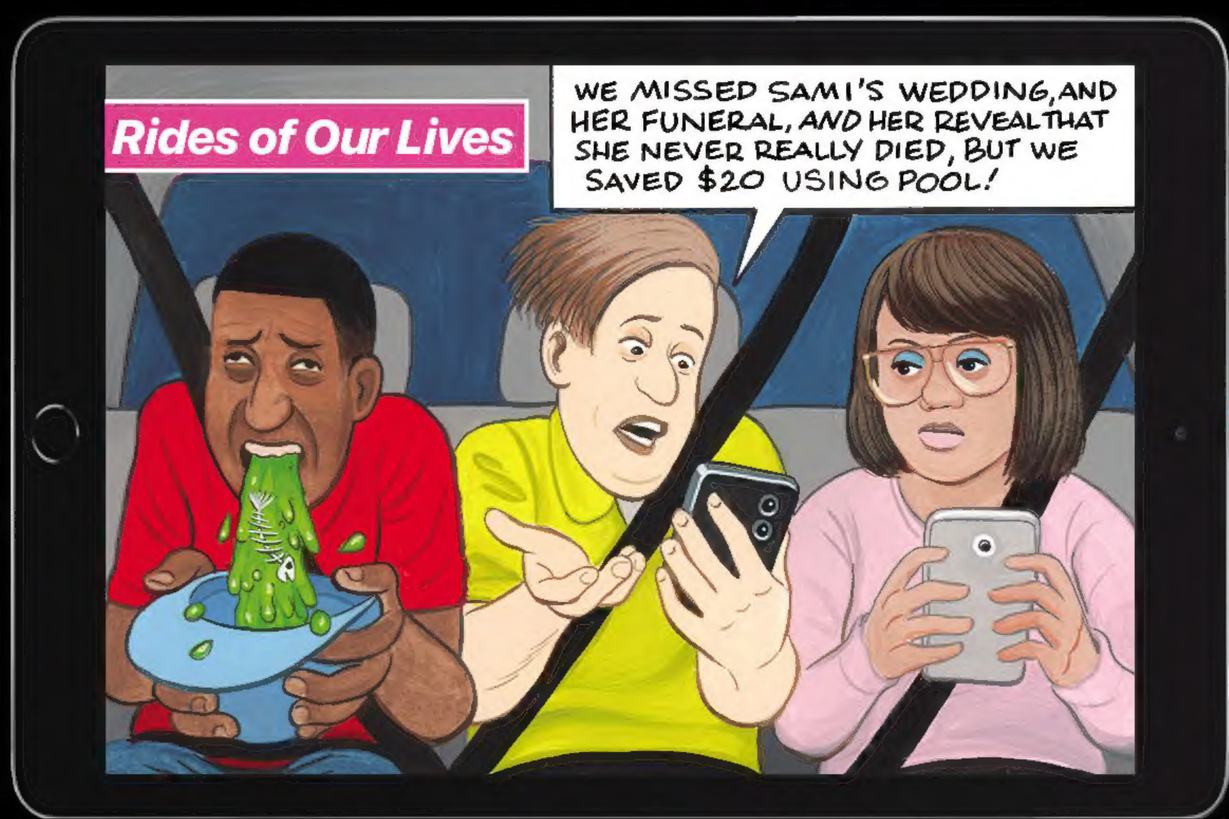


SPAWN-CON DEPT.

Already burnt out on the 200-plus streaming services that exist? You're in luck—now even non-entertainment companies are launching channels! Why watch *The Office* for a 53rd time when you could watch something on OfficeMax, a new VoD platform from the store where you buy markers to huff? And that's just the beginning of the end of quality programming—here are five more apps to make you regret pressing play.

# THAT'S ADVERTAINMENT!

WRITER **SHERYL ZOHN** ARTIST **JOHNNY SAMPSON**

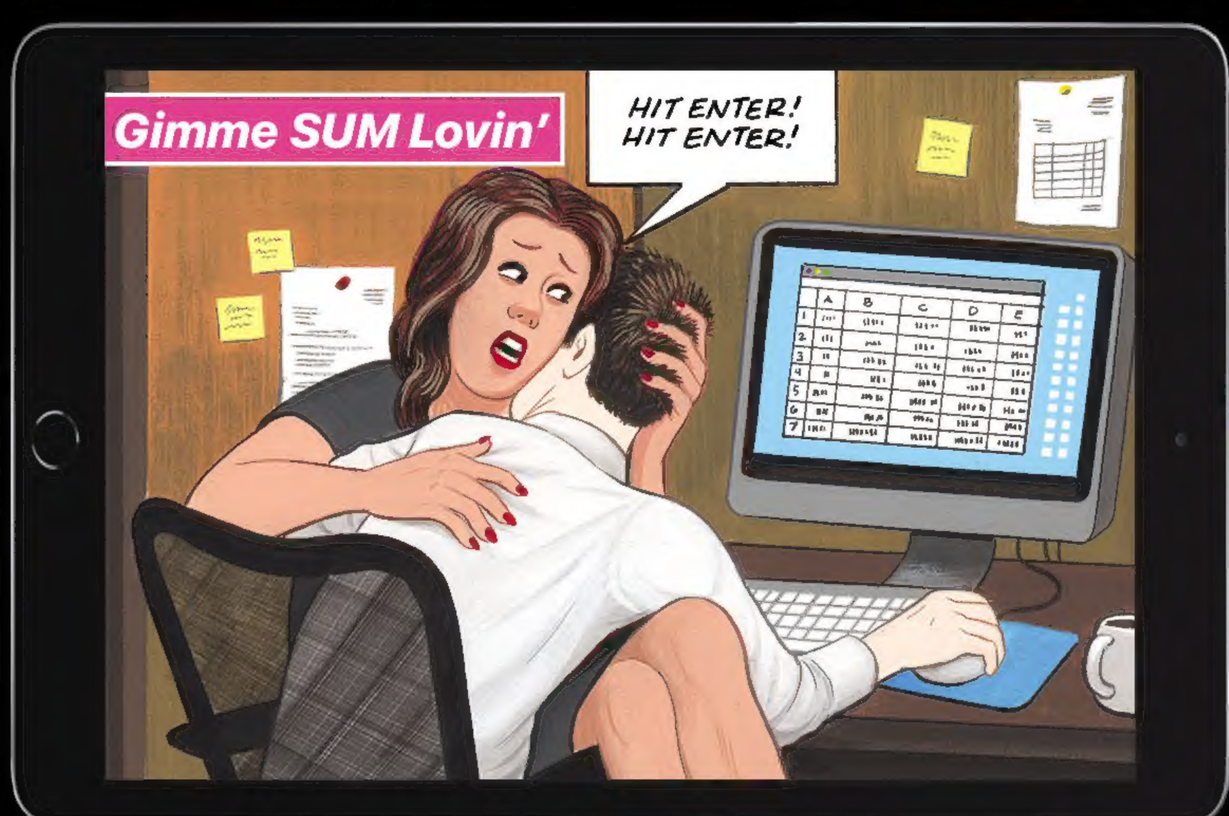



## UberTV

See the triumphs and tragedies of ridesharing unfold in a drawn-out episodic fashion—just like the poor drivers who open their cars to strangers have to do.

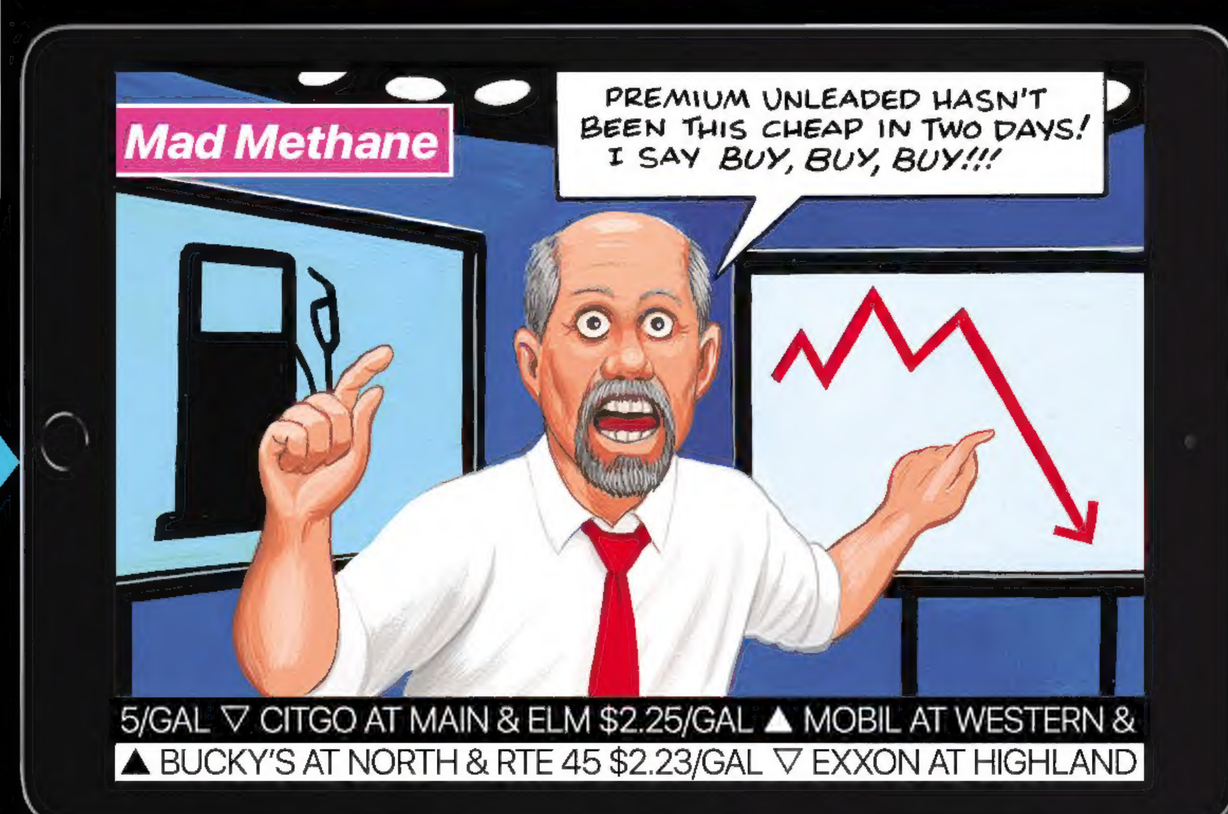
## Postmates+

For reality entertainment at its finest, watch people at their lowest: ordering greasy pork fried rice during a showerless stint of depression.




## PRICEWATERHOUSECOOPERSFLIX

For those who think the only thing more exciting than filling in spreadsheets is watching others fill in spreadsheets, this channel will provide total titillation.




## ExxonMobil NOW

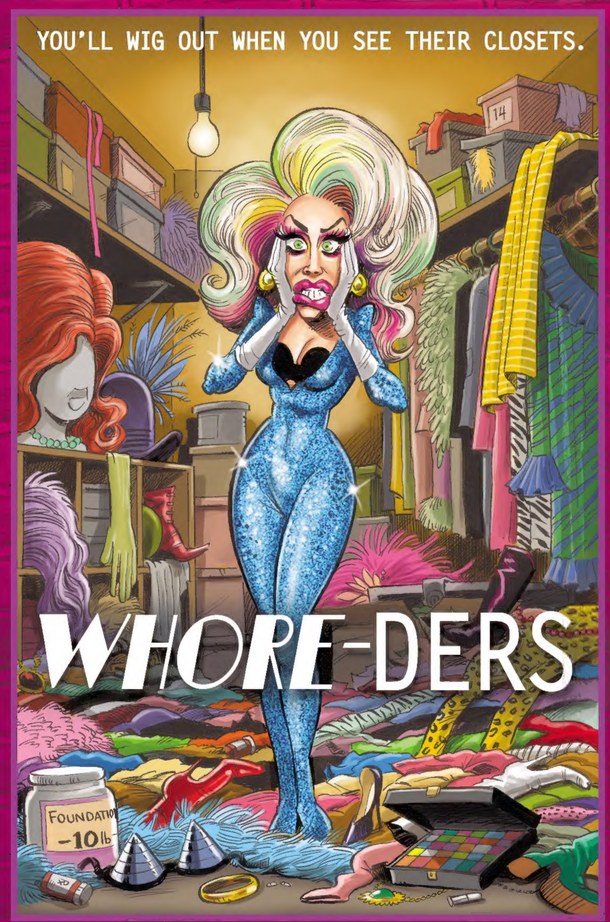
No one likes to overpay for gas, but for some people (your elderly relatives), discovering the cheapest price at the pump is a 24-hour obsession.

VIVA LAS DIVAS DEPT.

**Honey**, when it comes to *Drag Race*, VH1 is here to SERVE! Oh, you're full? Too bad, queen! Cuz the producers behind *RuPaul's Drag Race*, *RuPaul's Drag Race: Untucked!*, *RuPaul's Drag Race: All Stars*, *RuPaul's Drag Race UK*, and *Celebrity Drag Race* aren't sashaying away anytime soon. You think they'd listen to fans who need a break? In the words of fan-favorite contestant Alyssa Edwards: "Oh baby, not my gay ass." They've got even more shows coming down the runway. Yaaas, mama-the-house-down-boots-slay-wig!

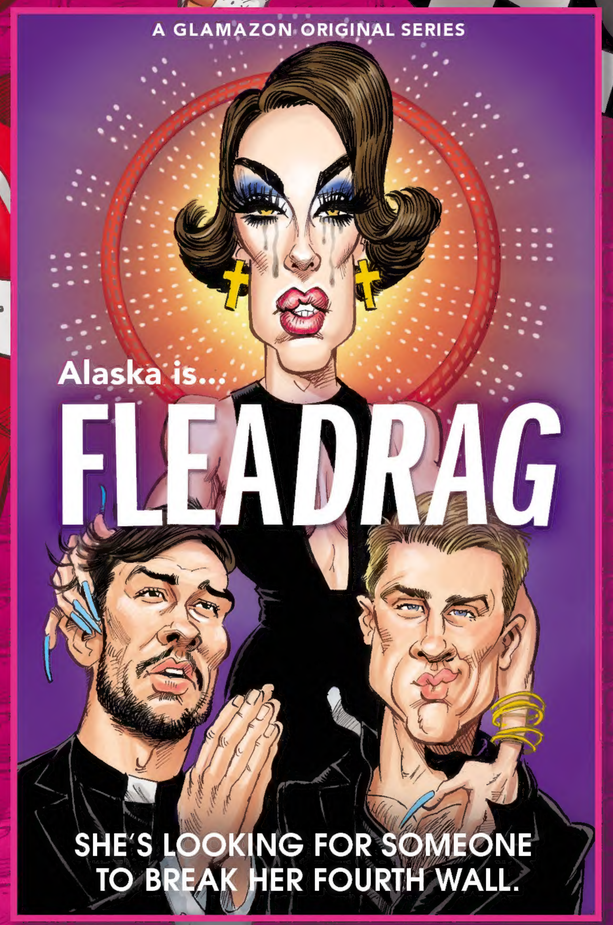
WRITER
GRANT REED
ARTIST
TOM RICHMOND

# VH1 DRAGS OUT... EVEN MORE RuPaul SHOWS!



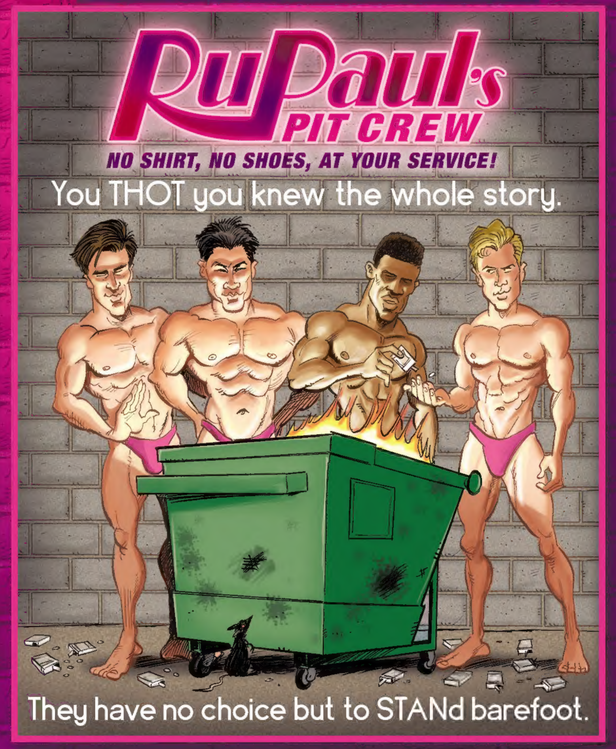

Cuz these girls are what? **SICK**. (No, really. Hoarding is a disorder.)

Listen, we're just trying to stay relevant. You guys liked this scary show, right? ***Right?***




An all-star *Drag Race* winner in an iconic Emmy-winning role? Anus-thing is possible!

They were gonna exploit their kids anyway, so might as well make it empowering!




Where do these hunks go when they're not silently carrying out fabric for a few seconds each episode? The answer isn't pretty...but at least ***they*** are.

Hi, there! I'm **Father Nokaypee, Chaplain** of the **4077th M.A.S.H. unit** in Korea! Let me **refresh** your **memory** of **"The Creation"!**

**In the Beginning,** the **Producers** created a **TV Series**... based on the **Good Book** and the **Hit Movie!** On the **First Day,** They created the **Premise!** On the **Second Day,** They created the **Structure!** And on the **Third Day,** They created the **Pilot Episode!** And They saw that it was **Good!**

On the **Fourth Day,** They went up into the **Hills of Malibu,** and They gazed upon the **Land** and said, **"Let this be Korea!"** And it **was!** And They saw that it was **Right!**

And on the **Fifth Day,** They said, "Let there be a **Cast of Characters** played by **Talented Actors** who will be **Funny** and **Facile** and **not Committed** to **any other Sit-Com!** And thus, They created the **Men** of the Series!

And on the **Sixth Day,** They created the **Women** of the Series! And they saw that it was **Good**... and **Funny!**

And They said, "Let this Show be **Different** from other Wartime SitComs! Let there be **Brisk, Witty Dialogue!** But, **along** with the Comedy, let us show the **Stark Reality** of War! Let our Show have **Integrity!** And it **did!** And the **Public** saw that it was **Good!** And on the **Seventh Day,** the Creators **rested** ... in the **Polo Lounge** of the **Beverly Hills Hotel!**

And over the Years, the Show **prospered,** and became the most **Popular Show** in the Land! And They were **well-rewarded** with **many Statues** called **"Emmys"!**

And They said, **"Be Fruitful** and **Multiply** into **T.V. Syndication!"** And it **did!** And They said, "Let there be **Re-runs!"** And there were **Plenty!**

But **lately,** Things have **Changed** in this Series that was "Paradise"! You will see what we **mean** in this **MAD Version** that examines the **Sins** of—

TH-THA-THAT'S ALDA, FOLKS DEPT.

# M*U*S*H

**Okay, guys!** Here's what you've been **waiting** for!

**MAIL CALL!!**

**Radio O'Reilly!**

**No longer here!** Radio **retired** right after the **seventh season!**

**Crapper John!**

**He's** not here **either!** Left us after the **third** season!

**Major Frank Buns!**

**Gone!** Quit after the **fifth** season!

**Lt. Colonel Blech!**

**Missing!** Flew out after the **third** year, and was **destroyed** by a **bomb!**

**Blech** was **KILLED?!**

**Not exactly!** He left **this** Series to do **"Hello Larry"!**

WRITER **ARNIE KOGEN**
ARTIST **JACK DAVIS**

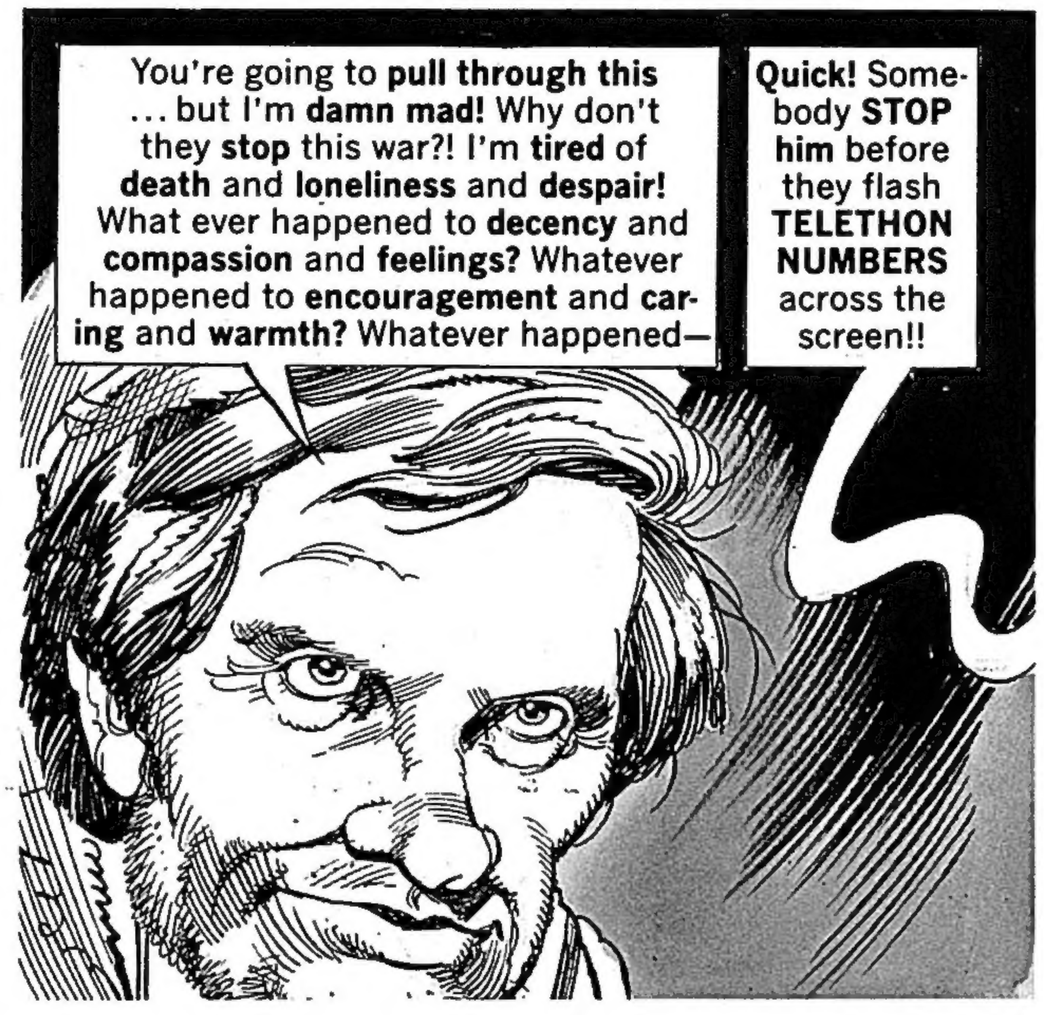
Radio!? Buns?! Crapper!? Blech?!
All those zany guys gone!? Why??
Who knows, P.J.? War makes men do strange things!
Some cry in fox-holes!
Some explode grenades in their pants!
And some leave their successful SitComs to do other SitComs that last... at best, for thirteen weeks!
THAT'S how crazy war can make a guy!
OLD GRAN

I'll bet you miss your ol' swamp buddy, Crapper John!
Not really!
Are you sure?
I'm sure!
You're just saying that so I won't explode a grenade in my pants!

Listen, in a hit Series like this, the FORMAT is the star and the supporting actors just come and go!
Do you know what happens when YOU decide to leave this show...??
No!! Hum a few bars!
NOW I miss him!!
THE SWAMP
SURGERY

It's amazing! The Korean War lasted only TWO YEARS... and yet our Series has lasted over TEN YEARS... five times longer than the REAL WAR!!
We have better writers!
Yeah! Proves the pen IS mightier than the sword!!
What are my chances, Doc? Give it to me straight!!
XXX

Oops! He said the wrong thing on THIS show!!
Because NOTHING in this M*U*S*H Operating Room is EVER straight!!
The quips fly fast and furious —especially when it comes to Squawkeye!
Why... his "dysentery" jokes ALONE won him an "EMMY" one year!
Okay, I'll level with you, Soldier!
Oh-oh! Get ready! Here it comes!!


You're going to pull through this ... but I'm damn mad! Why don't they stop this war?! I'm tired of death and loneliness and despair! What ever happened to decency and compassion and feelings? Whatever happened to encouragement and caring and warmth? Whatever happened—
Quick! Somebody STOP him before they flash TELETHON NUMBERS across the screen!!

Hey, Squawkeye! Knock it off— and lighten up! You're becoming much too self-righteous and serious again!!
War isn't ALL CHUCKLES, you know!! I'm trying to make people feel deeply!
And what gives you the right to impose YOUR views on M*U*S*H fans?!
My contract!
Big deal!! Just because you're the "STAR" of this Series?!
I'm also the WRITER, the DIRECTOR and the CREATIVE CONSULTANT of this week's episode!!

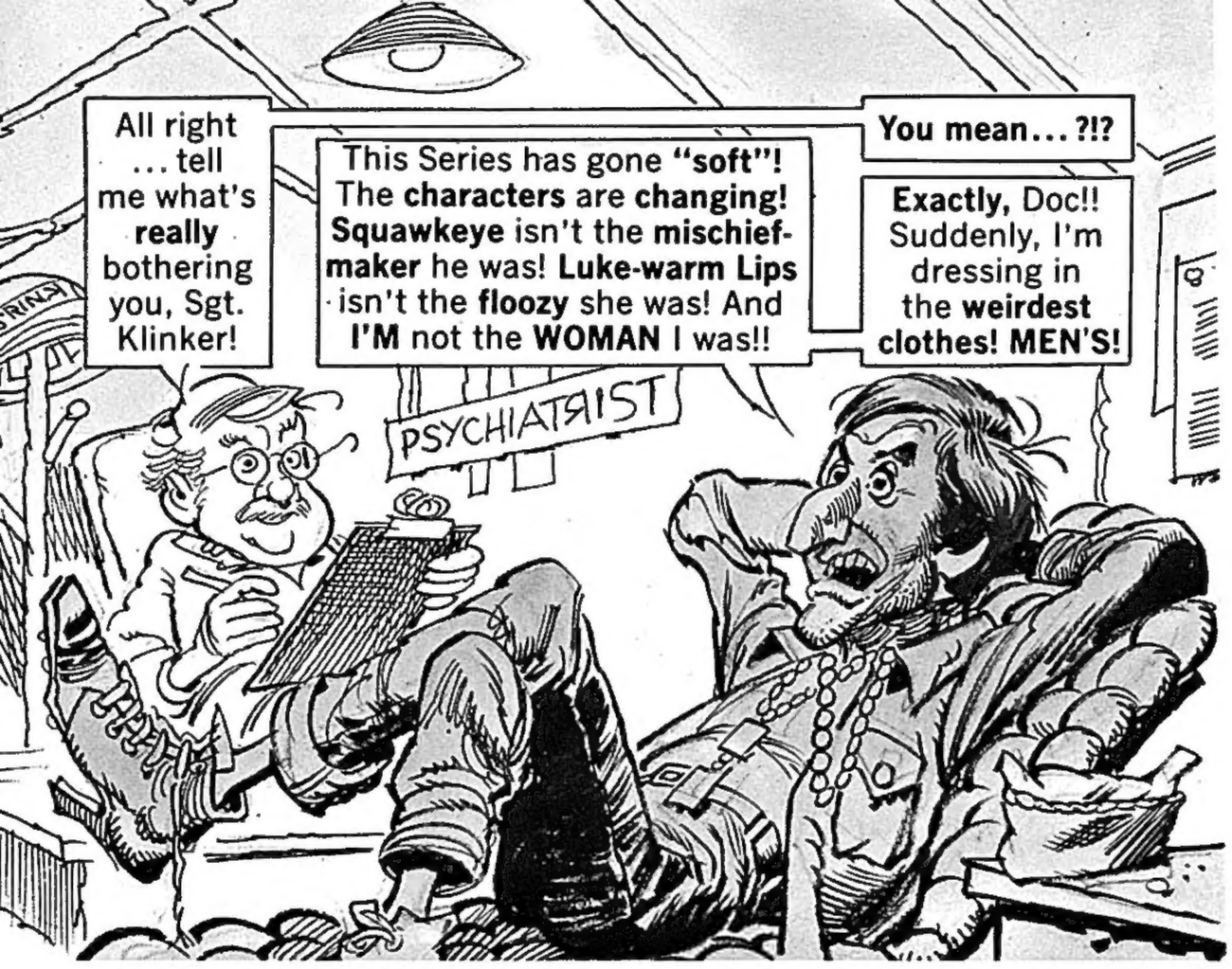
We've got a moral dilemma here! TWO EMERGENCIES: A North Korean prostitute... and an American 3-Star General!
You know where my sympathies lie in a case like this!
I know! But you'd better operate on the General anyway! He's hemorrhaging!!
Hold it! Before we start cutting up, I'd better check the CHARTS!

Oh-oh! We already DID "Trauma" jokes during the sixth season!
And we can't do any "Massive Concussion" gags! We covered that in the seventh season with the "Klinger's Chicken Gets Frostbite" episode! What'll we do?
So let's repeat! Who'll know?!?
THEY'LL know!! Those M*U*S*H fans watch every re-run! They know every word... every line! Let's face it, P.J.! After ten years of this, all of the best disease jokes have been USED!

Have you noticed how "perfect" Luke-warm Lips is looking these days?
It's amazing! After two exhausting days in Surgery, WE all look like DEATH WARMED OVER... and SHE looks like the cover of "Vogue"!
What's even MORE amazing is... this is 1950 and she's wearing a hairdo that won't be INVENTED until 1981!!
SURGERY

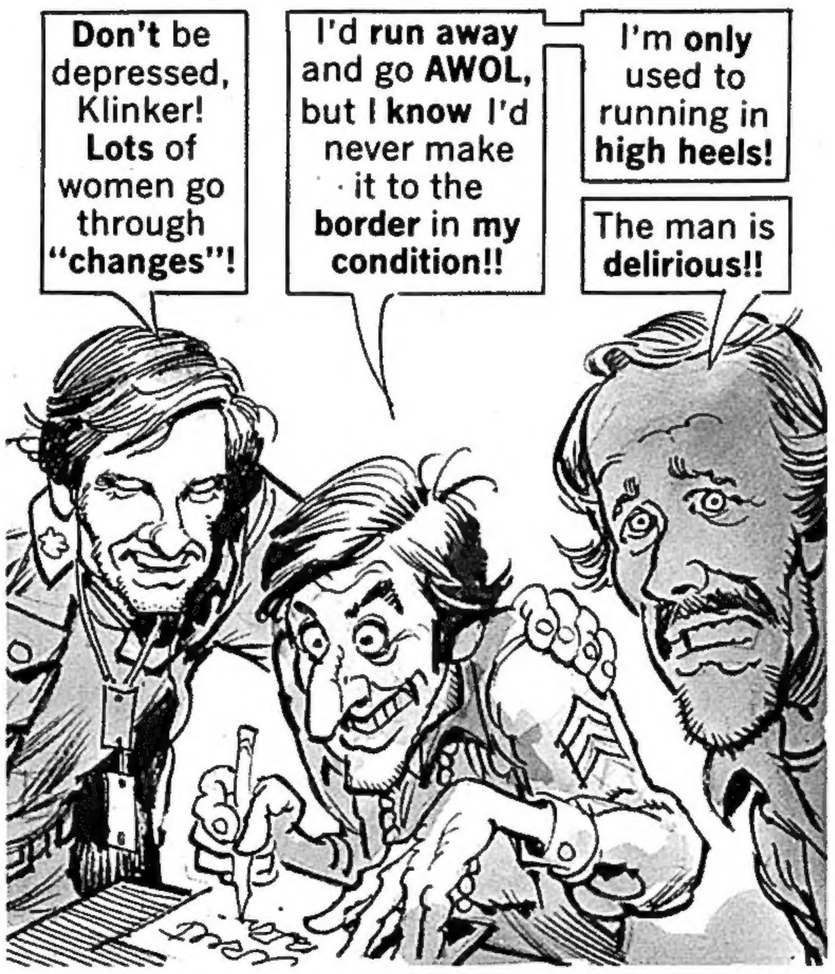
Hey, Luke-warm Lips! How about you and me... YOU know... !?
I don't do that sort of thing!
You DID that sort of thing!
When?!
For the first six or seven seasons!! You kept our spirits high and our faces clear!
Well, forget it! This year, I've found religion!
Just our luck! We have the only TV Series with a Born-Again Virgin!

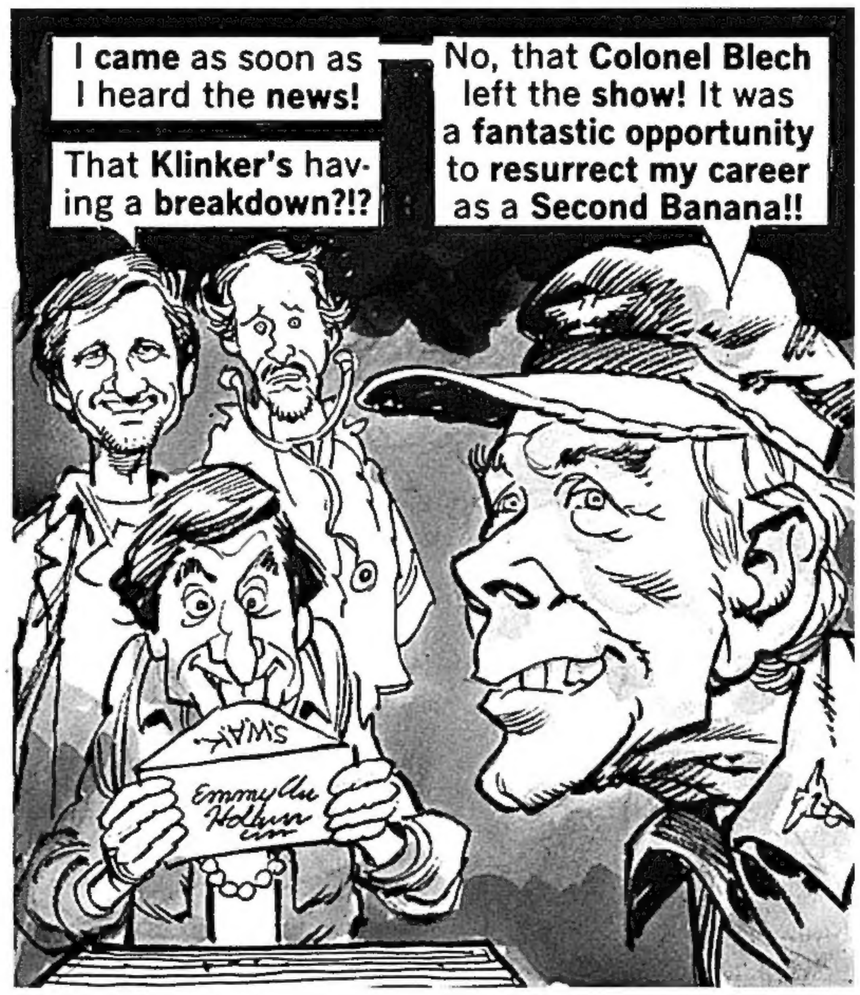
Okay, what's up, Klinker?
I'm donating all my dresses to the needy!
To the needy POOR??
No... to the needy SITCOM! Send these to "BUSOM BUDDIES"! THEY can use them!
SUPPLY SGT.


All right ... tell me what's **really** bothering you, Sgt. Klinker!
This Series has gone **"soft"**! The **characters** are **changing! Squawkeye** isn't the **mischief-maker** he was! **Luke-warm Lips** isn't the **floozy** she was! And **I'M** not the **WOMAN** I was!!
**You mean... ?!?**
**Exactly,** Doc!! Suddenly, I'm dressing in the **weirdest clothes! MEN'S!**
PSYCHIATRIST

It's **exasperating!!** The Producers won't even allow me to **let the HEM out** on my **Battle Fatigues!**
And you feel **anxious** and **threatened**... ?!
**Sure!!** Wearing a **dress** was my **gimmick**... my **schtick! Without** a dress, I'm just an **ordinary guy** on a **Series! WITH** a dress, I'm "that **FREAK** on that **Army Show!"** It meant **status**... and **recognition!** It meant at least **two guest shots** on **"Love Boat"!**

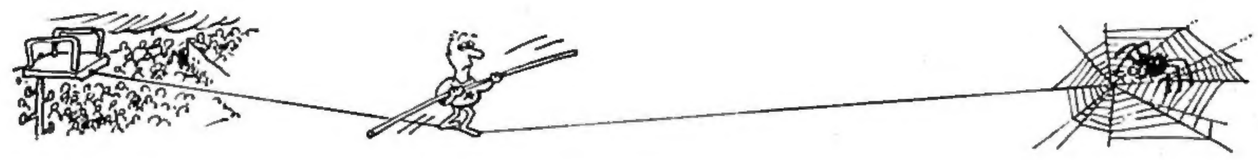
Why not write a **letter home?**
You think that will **help** me?!
No, but it **will** help the **show!** A **"Letter Home" episode** usually means an **EMMY!**


**Don't** be depressed, Klinker! **Lots** of women go through **"changes"!**
I'd **run away** and go **AWOL,** but I **know** I'd never make it to the **border** in **my condition!!**
I'm **only** used to running in **high heels!**
The man is **delirious!!**

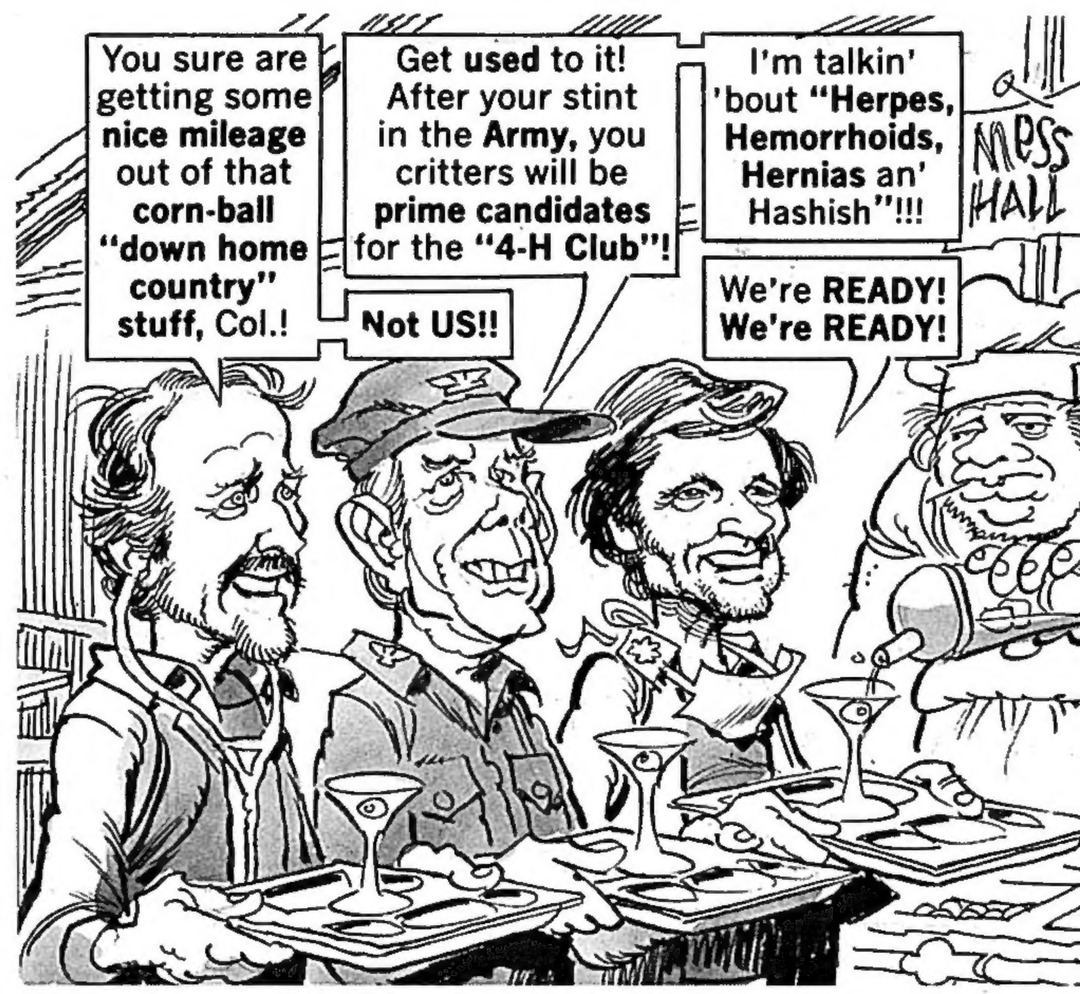

I **came** as soon as I heard the **news!**
That **Klinker's** having a **breakdown?!?**
No, that **Colonel Blech** left the **show!** It was a **fantastic opportunity** to **resurrect my career** as a **Second Banana!!**

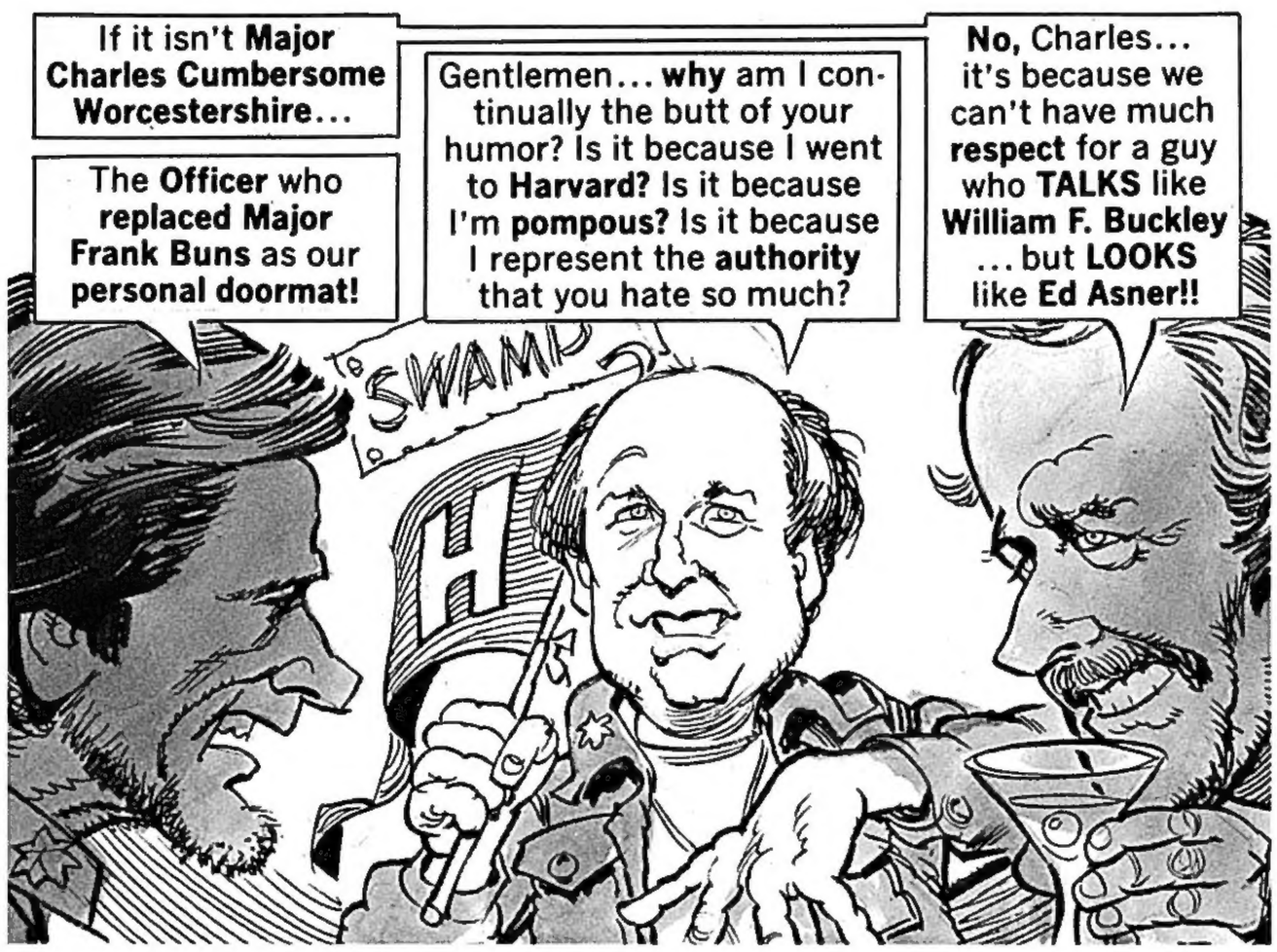
What's his **exact condition?**
He **still** thinks he'd like to be a **woman!** He's **delirious,** and he's **on drugs!**
**Drugs?! WHAT drugs?!**
**Midol!**
What he **needs** is a **long rest,** a **bath** and a **clean shave!**
But make it with a **LADY SCHICK!**
**FOR CRYIN' OUT LOUD, CUT THAT OUT!!**

Klinker, I **know** you're delirious, but I'm here to **help** you! **Calm down!** Do you **recognize** me... ?
Sure! You're **Jack Webb's sidekick** on **"Dragnet"!**
Try again!
You're the **bumbling husband** on **"Pete and Gladys"!**
Get the **test** patterns out of your **brain,** Son! I'm your **C.O.... Col. Sherman Potcheese!**



Klinker, Col. Potcheese is the new "Father Figure" on the show! He's a Cavalry veteran from the Great War! Now, you're under a strain, so listen carefully while he talks some sense to you, okay?
Son... I'm gonna set here while you get some shut-eye! B'fore you know it, you'll be up an' around at the first cock-a-doodle-doo, an' then you an' me, we'll mosey over t' the chow line an' watch 'em womp up a mess o' vittles!
We wanted Sigmund Freud, and we got Walter Brennan!


You sure are getting some nice mileage out of that corn-ball "down home country" stuff, Col.!
Get used to it! After your stint in the Army, you critters will be prime candidates for the "4-H Club"!
Not US!!
I'm talkin' 'bout "Herpes, Hemorrhoids, Hernias an' Hashish"!!!
We're READY! We're READY!
MESS HALL


If it isn't Major Charles Cumbersome Worcestershire...
The Officer who replaced Major Frank Buns as our personal doormat!
Gentlemen... why am I continually the butt of your humor? Is it because I went to Harvard? Is it because I'm pompous? Is it because I represent the authority that you hate so much?
No, Charles... it's because we can't have much respect for a guy who TALKS like William F. Buckley ... but LOOKS like Ed Asner!!
TO SWAMP
H

Just keep ridiculing me like this, Capt. Piercing, and I can make things very rough for you!
Not as rough as I can make things for you!
Oh? As Director of this M*U*S*H episode, I'll see to it you never get a CLOSE-UP!!
Really? As Major of this M*U*S*H unit, I'll see to it you never get a furlough!
You win AGAIN!!

I called this meeting because I've got some BAD NEWS! Our show is in the crapper! Looks like it's our FINAL SEASON in Korea! And just in time, too!! We've been on so LONG, we're running into the VIETNAM WAR!
I KNEW it! We were our own WORST ENEMY!
How's that?
Our RE-RUNS were more popular than our current shows!
I'm not going to take this lying down!!
If you DID, it might not be our last season!
Luke-Warm Lips! I hear there's a part in the new "Woman's Army" SitCom, "Private Benjamin"!
Great! I'll audition for that!
Right after I audition for that!!
The Lord GIVETH a Series ... and The Lord Taketh Away!!

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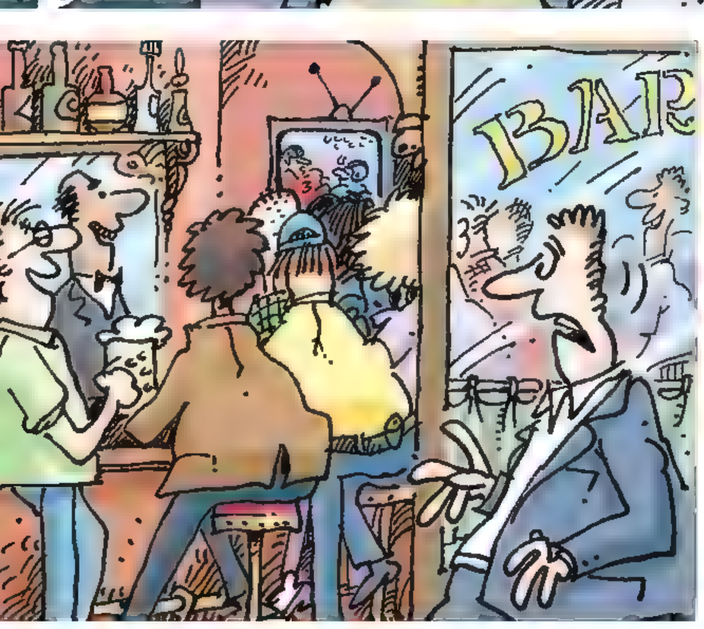
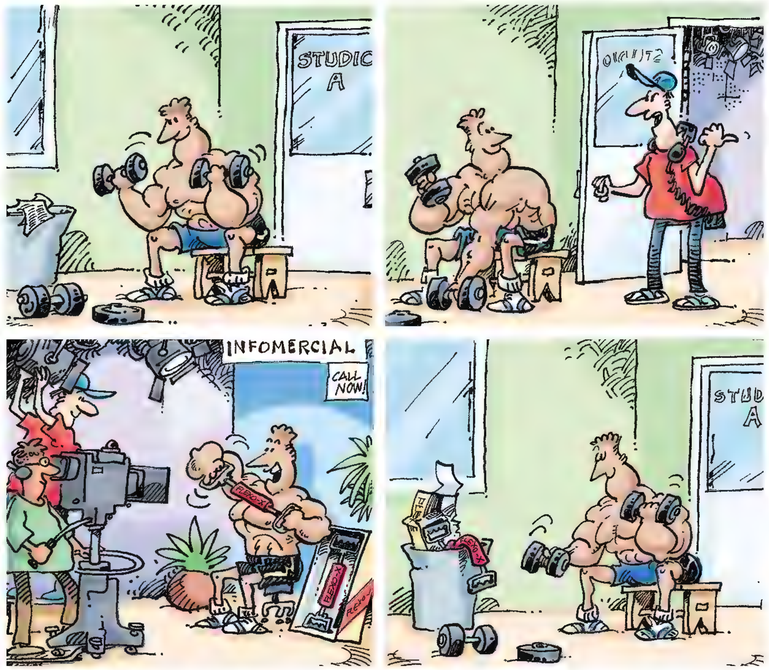
# A MAD LOOK AT TV

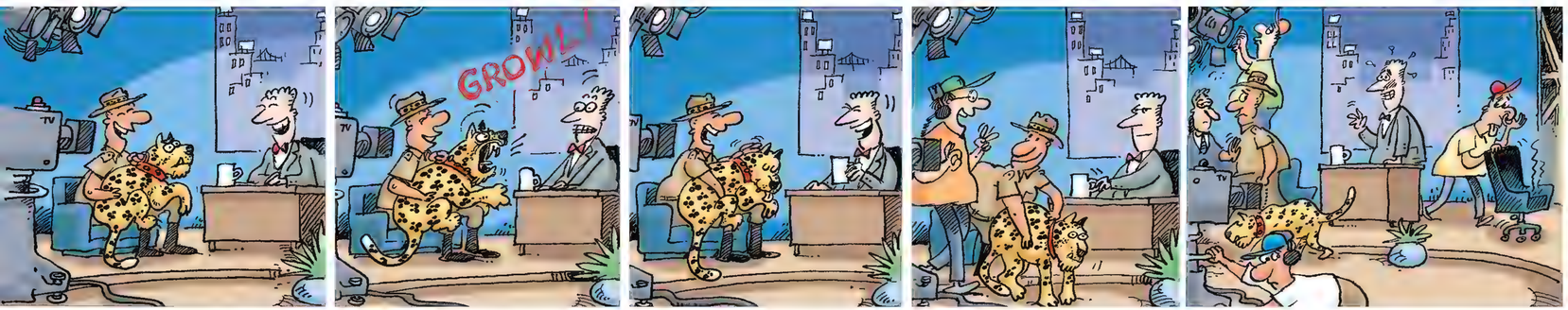


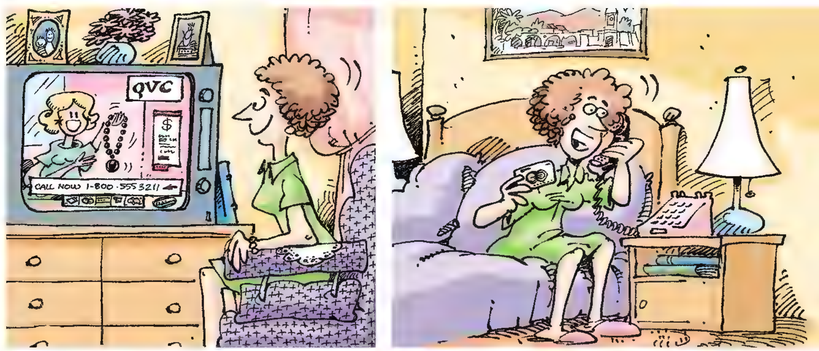
WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **CARRIE STRACHAN**


STUDIO A
INFOMERCIAL
CALL NOW!

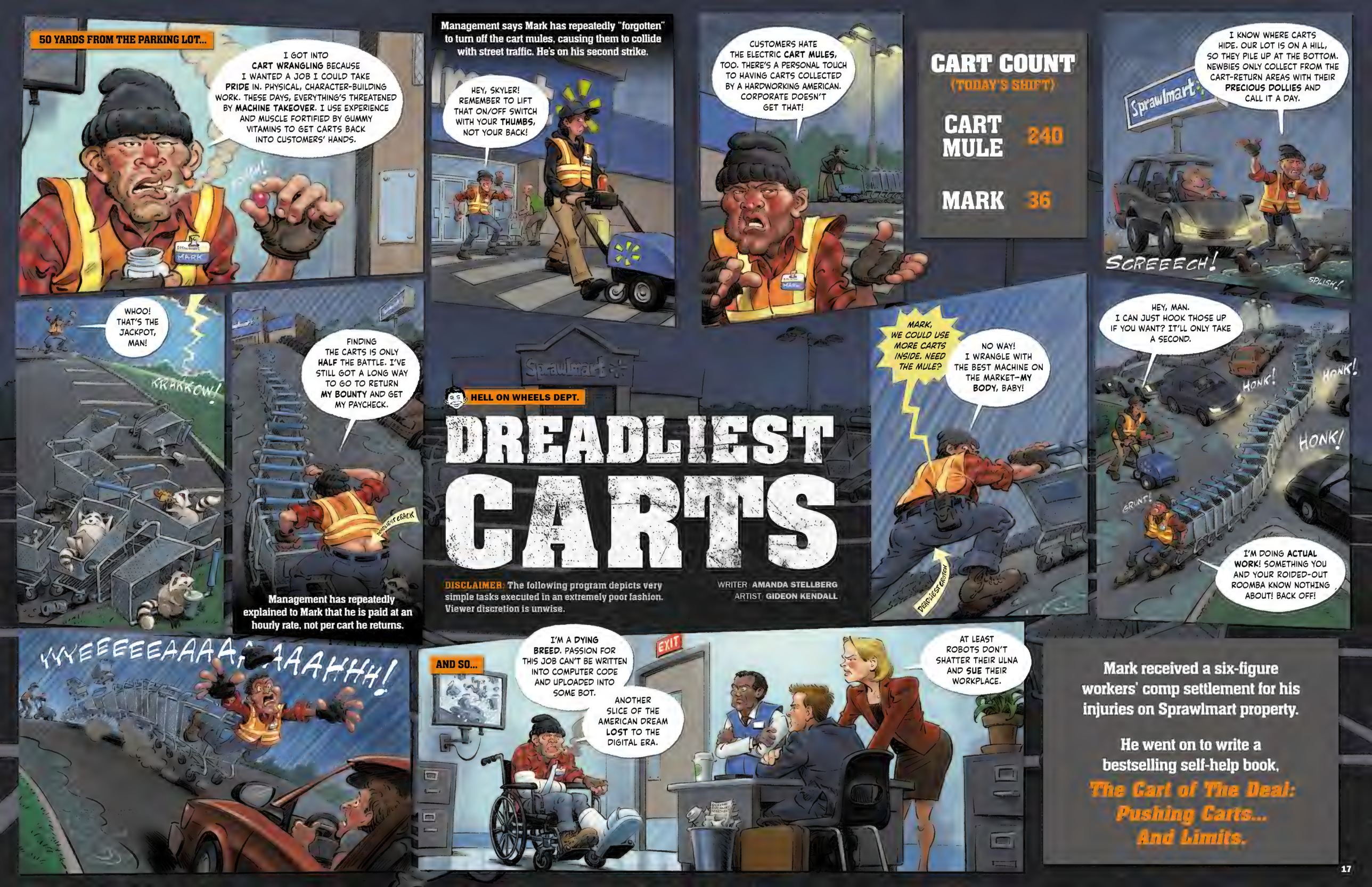
COOKING WITH ZAZR

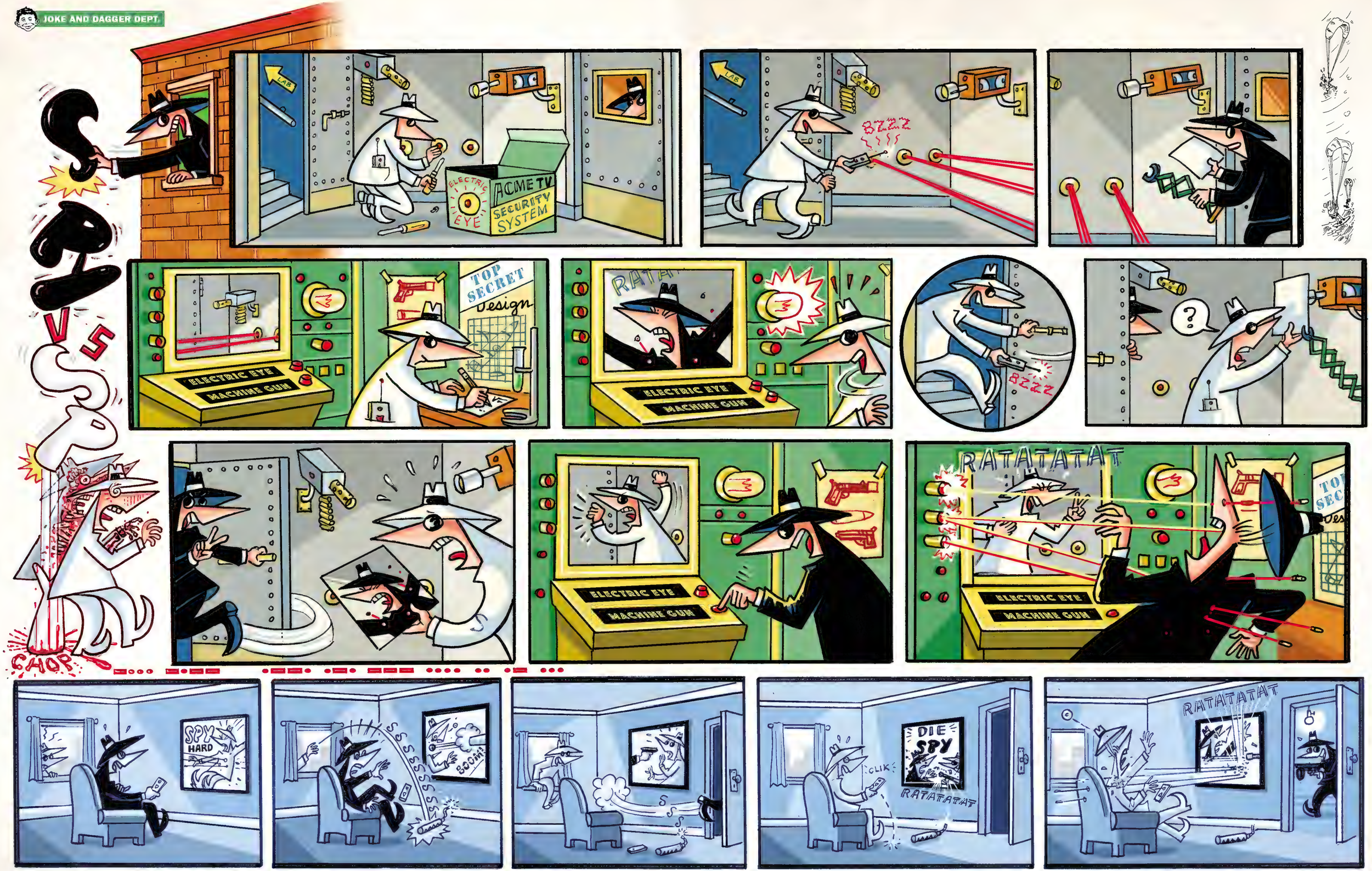
TV NEWS


GROWL!


QVC
CALL NOW! 1-800-555 5211

MALL


50 YARDS FROM THE PARKING LOT...
I GOT INTO CART WRANGLING BECAUSE I WANTED A JOB I COULD TAKE PRIDE IN. PHYSICAL, CHARACTER-BUILDING WORK. THESE DAYS, everything'S THREATENED BY MACHINE TAKEOVER. I USE EXPERIENCE AND MUSCLE FORTIFIED BY GUMMY VITAMINS TO GET CARTS BACK INTO CUSTOMERS' HANDS.
MARK
WHOO! THAT'S THE JACKPOT, MAN!
KRAKKOW!
FINDING THE CARTS IS ONLY HALF THE BATTLE. I'VE STILL GOT A LONG WAY TO GO TO RETURN MY BOUNTY AND GET MY PAYCHECK.
DEFINITELY CRACK
Management has repeatedly explained to Mark that he is paid at an hourly rate, not per cart he returns.
YYYEEEEEAAAA, AAAHHH!
Management says Mark has repeatedly "forgotten" to turn off the cart mules, causing them to collide with street traffic. He's on his second strike.
HEY, SKYLER! REMEMBER TO LIFT THAT ON/OFF SWITCH WITH YOUR THUMBS, NOT YOUR BACK!
CUSTOMERS HATE THE ELECTRIC CART MULES, TOO. THERE'S A PERSONAL TOUCH TO HAVING CARTS COLLECTED BY A HARDWORKING AMERICAN. CORPORATE DOESN'T GET THAT!
CART COUNT
(TODAY'S SHIFT)
CART MULE 240
MARK 36
I KNOW WHERE CARTS HIDE. OUR LOT IS ON A HILL, SO THEY PILE UP AT THE BOTTOM. NEWBIES ONLY COLLECT FROM THE CART-RETURN AREAS WITH THEIR PRECIOUS DOLLIES AND CALL IT A DAY.
Sprawlmart
SCREEECH!
SPLISH!
HEY, MAN. I CAN JUST HOOK THOSE UP IF YOU WANT? IT'LL ONLY TAKE A SECOND.
HONK!
HONK!
HONK!
GRUNT!
I'M DOING ACTUAL WORK! SOMETHING YOU AND YOUR ROIDED-OUT ROOMBA KNOW NOTHING ABOUT! BACK OFF!
MARK, WE COULD USE MORE CARTS INSIDE. NEED THE MULE?
NO WAY! I WRANGLE WITH THE BEST MACHINE ON THE MARKET–MY BODY, BABY!
DEFINITELY CRACK
HELL ON WHEELS DEPT.
DREADLIEST CARTS
DISCLAIMER: The following program depicts very simple tasks executed in an extremely poor fashion. Viewer discretion is unwise.
WRITER AMANDA STELLBERG
ARTIST GIDEON KENDALL
AND SO...
I'M A DYING BREED. PASSION FOR THIS JOB CAN'T BE WRITTEN INTO COMPUTER CODE AND UPLOADED INTO SOME BOT.
ANOTHER SLICE OF THE AMERICAN DREAM LOST TO THE DIGITAL ERA.
EXIT
AT LEAST ROBOTS DON'T SHATTER THEIR ULNA AND SUE THEIR WORKPLACE.
Mark received a six-figure workers' comp settlement for his injuries on Sprawlmart property.
He went on to write a bestselling self-help book, The Cart of The Deal: Pushing Carts... And Limits.





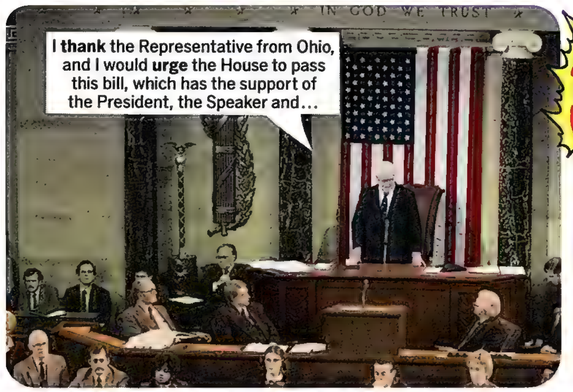

WRITER & ARTIST **PETER KUPER**

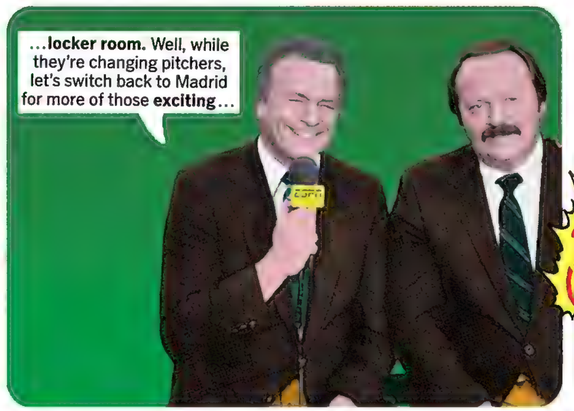
KUPER

In the old days of television, people only had a few measly channels of boring programs to choose from. As a result, they usually spent all their time turning the selector knob to switch from station to station, vainly searching for something to watch. Now, with cable TV, people have *dozens* of channels to choose from. Of course, the programs are as boring as ever, so now they spend all their time pushing the buttons on the cable box to switch from station to station, which creates a strange kind of craziness that we call...

# MAD's CABLE TV ROULETTE

WRITER **MIKE SNYDER** COLORIST **NATHAN KANE**





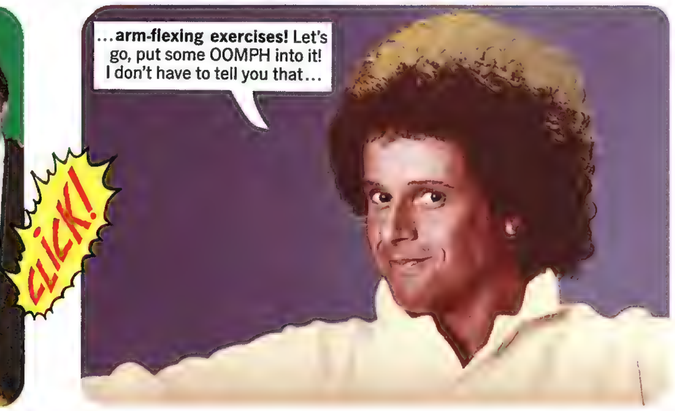
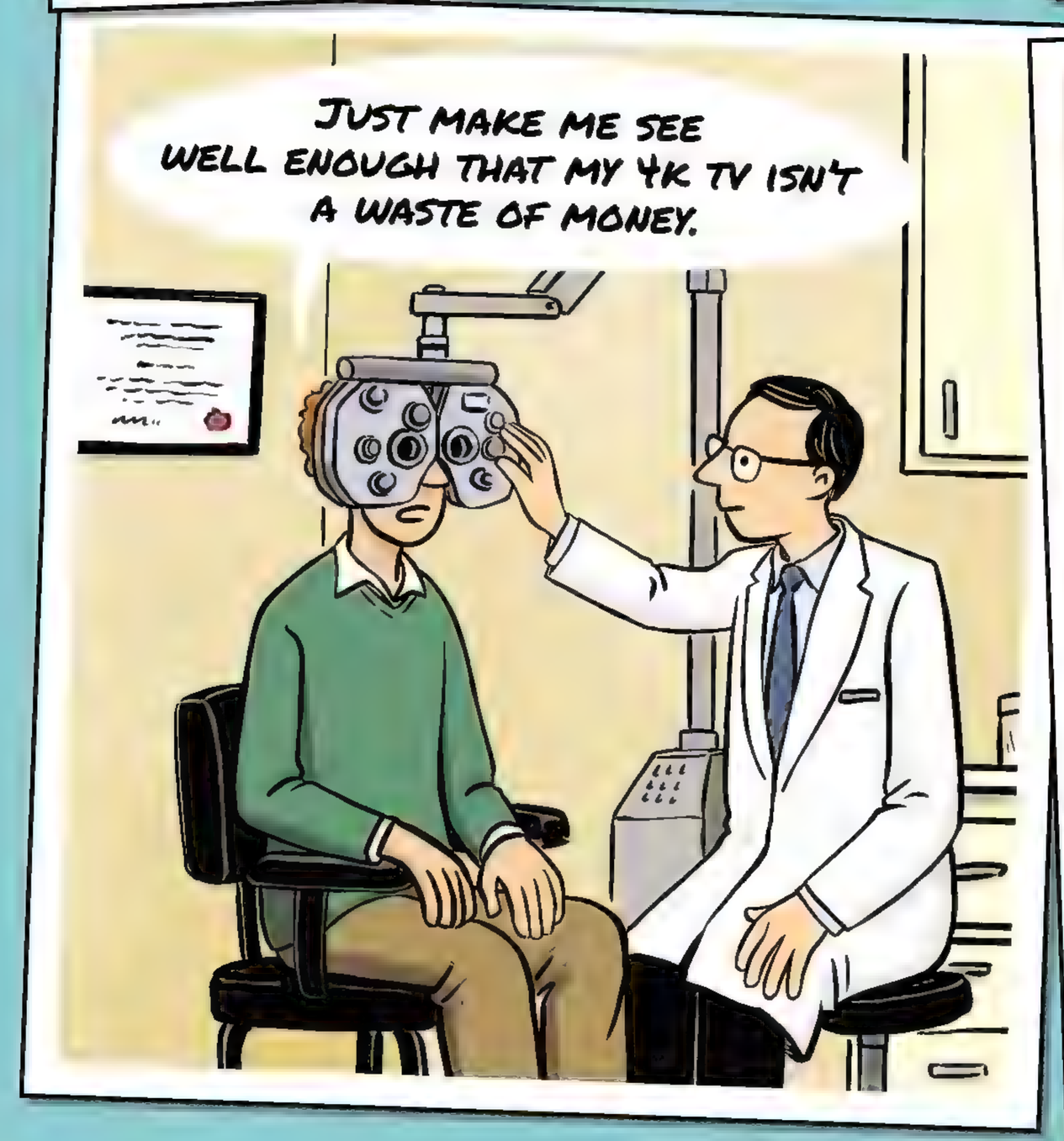
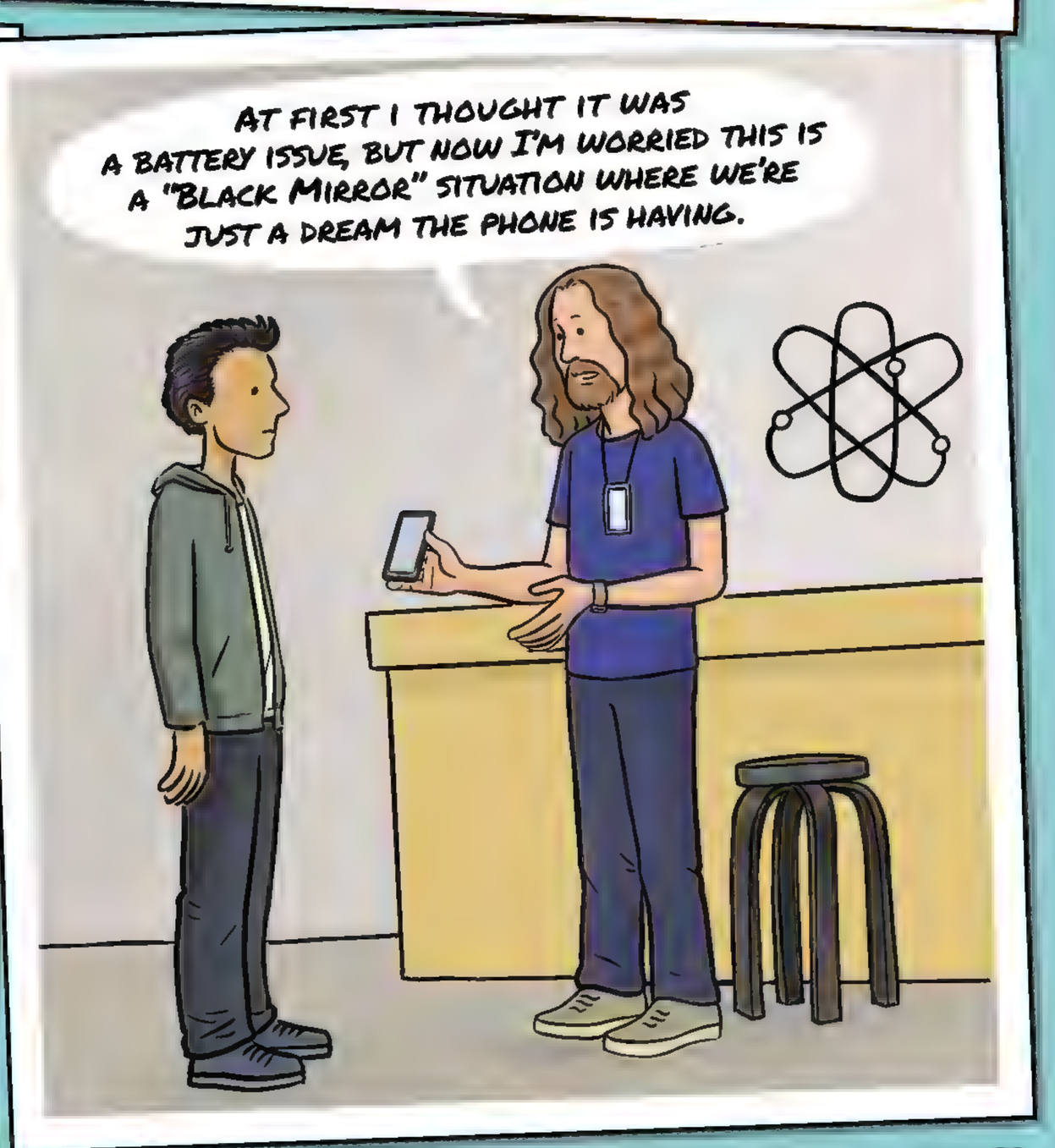



PHOTO CREDITS: AP/WIDEWORLD, LIFETIME/ABC, UP/BETTMAN NEWSPHOTOS, THE WEATHER CHANNEL, ESPN, DIAMOND DAVE PROD.

# MeaNwHiLe...

WRITER IAN BOOTHBY
ARTIST PIA GUERRA



Who knows what evil lurks in the hearts of humanity?

# THE SHADOW KNOWS

WRITER & ARTIST **SERGIO ARAGONÉS**

No one can fault the success of teaching children basic things in entertaining ways, and the television series "Sesame Street" does it better than most. Unfortunately, it helps little Johnny to read—but not between the lines! What we need is a television show that will prepare our youth for what really lies ahead, a program like...

# MAD'S REALITY STREET

WRITER **DICK DEBARTOLO** ARTIST **JACK DAVIS**

*Crummy day . . .*
*Smoggy sky's charcoal gray!*
*On my way past where*
*the bullies meet . . .*
*Is there a way to avoid,*
*To avoid Reality Street?*

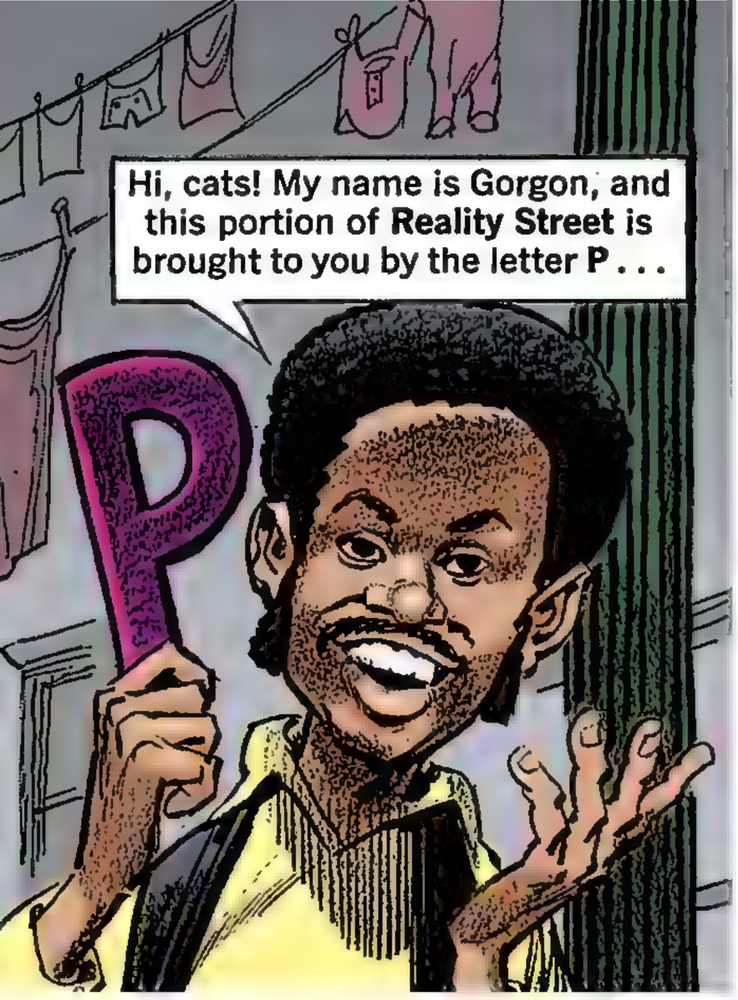
*What a life . . .*
*Everywhere's doom and strife!*
*Hostile neighbors shout,*
*They're down and out!*
*Is there a way to escape,*
*To escape Reality Street?*

*It's a street of depression,*
*Corruption, oppression!*
*It's a sadist's dream*
*come true!*
*And masochists too!*
*People who like a . . .*

*Crummy day!*
*Smoggy sky's charcoal gray!*
*We're on the avenue*
*of defeat . . .*
*Is there a way to evade,*
*To evade Reality Street?*

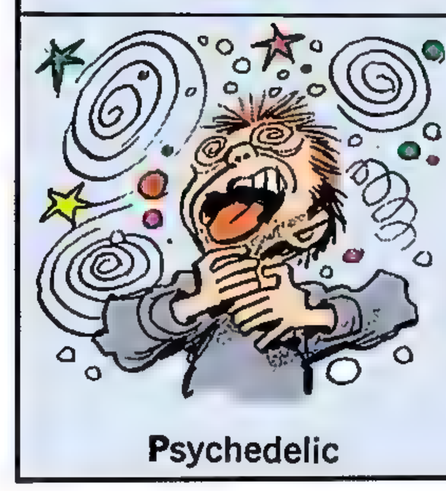


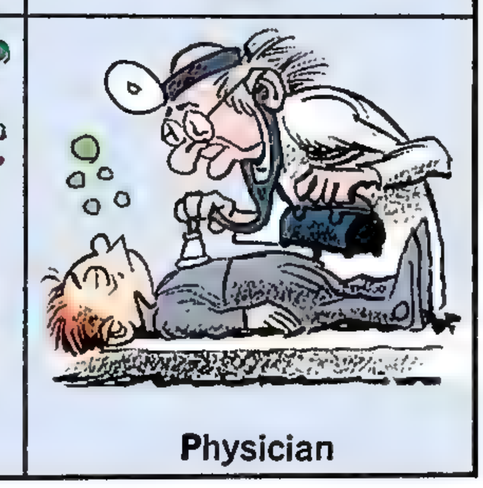
COLORIST **NATHAN KANE**



Pusher

Puff

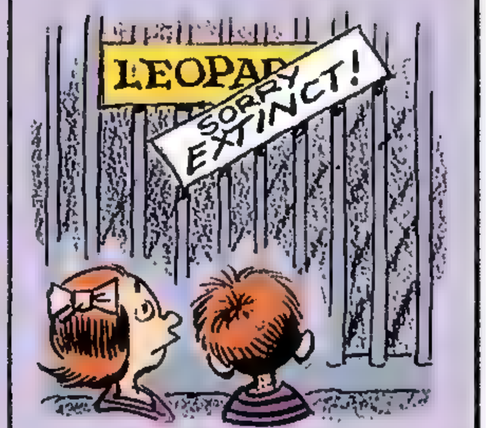

Psychedelic


Physician


Peaceful

Poacher


Pelts



Pity

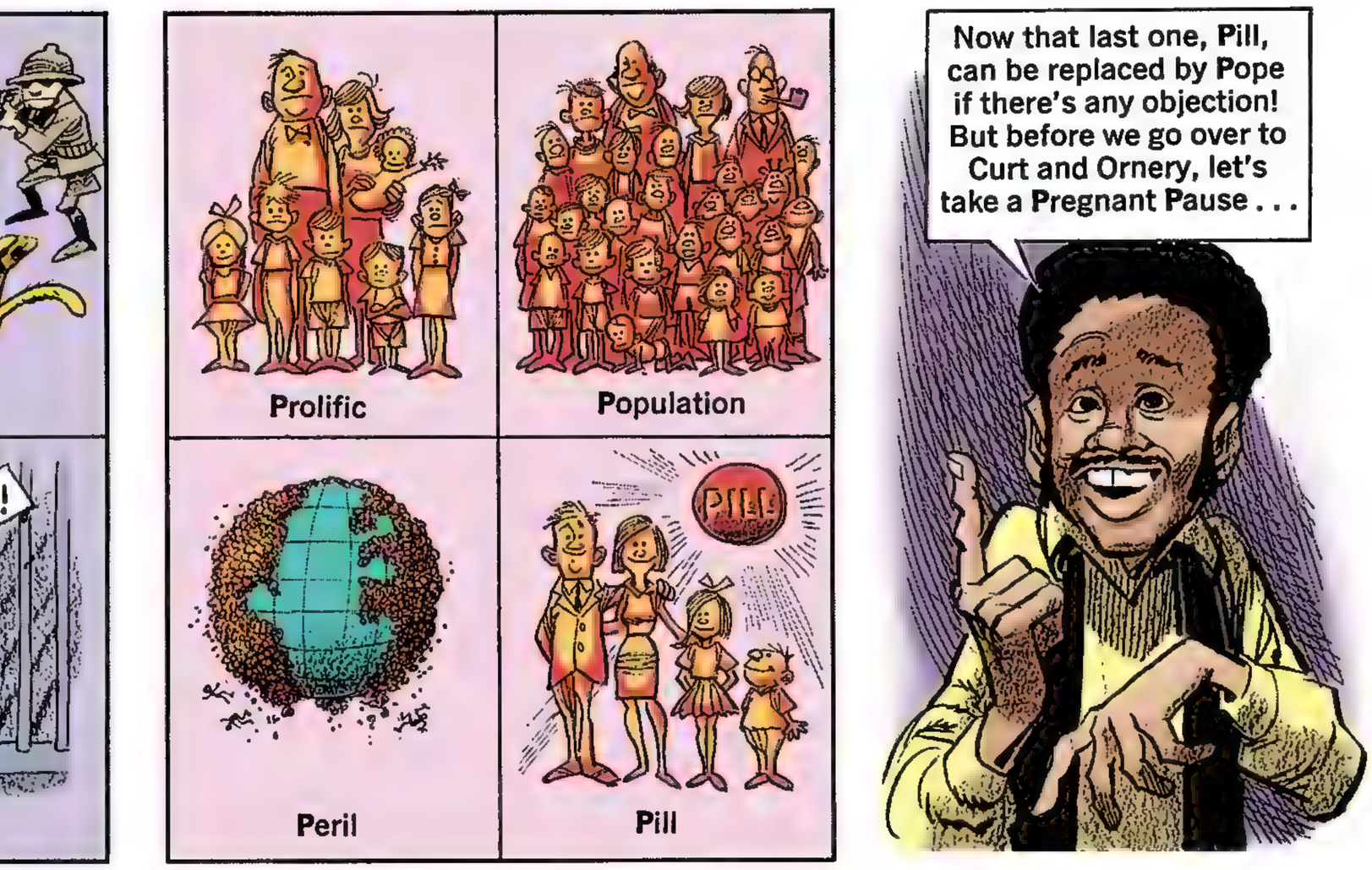

Prolific


Population


Peril



Pill



Don't worry, you'll catch on. Now let's take another **true-to-life** situation! You are invited to a party. The card says **8:30 P.M.** What time do you make your **entrance, Curt?**

**Not** 8:30?

**No,** 8:30 is the time you start to get **dressed!** You should arrive no earlier than **9:30!!**

But suppose they **really** wanted me there at 8:30?!

Then, **silly,** they would have asked you to come at **7:30!**

I think I'd better go back to the **big hand** and the **little hand** bit, Ornery . . .

Okay, we'll come back to it **later** . . .

When's **later?**

That's your **next** lesson! In reality, "later" can mean weeks, months, or even **years** from now, but more often than not, the word **later** means **never!**

Wouldn't it be more **honest** just to come out and say "never"?

Honest, yes, but **smart** no! On **Reality Street** you have to keep one step ahead of the next guy, and the way to do it is by **sincere insincerity!**

Can you lend me 10 bucks?

**Later!**

Sure! When'll you pay me back?

You're **learning,** Curt, you're **learning!**

Oh, hi, **Cake Monster!** How about a piece of delicious **cake I** just bought in the store?

Ugh . . . tummy ache . . . pain . . . bad news . . . ugh . . . **no more cake!**

Tummy ache? From **cake?** With all those **healthy** ingredients?

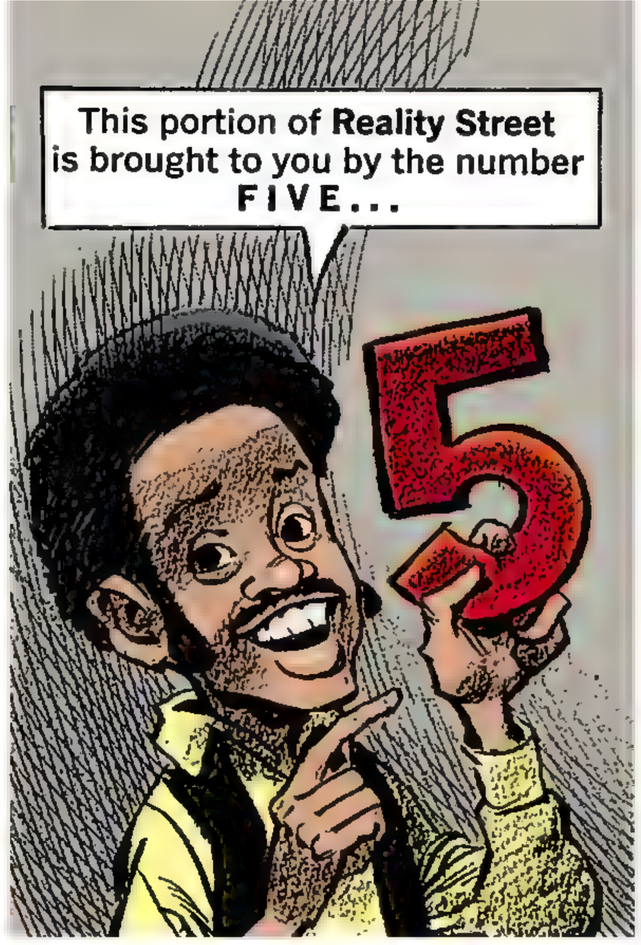
Just . . . ugh! **read label** . . . pain . . .

Contains emulsifiers, reconstituted dry milk, imitation color, sodium bensoate, glycerine . . .

Ugh . . . suffering . . . pain . . .

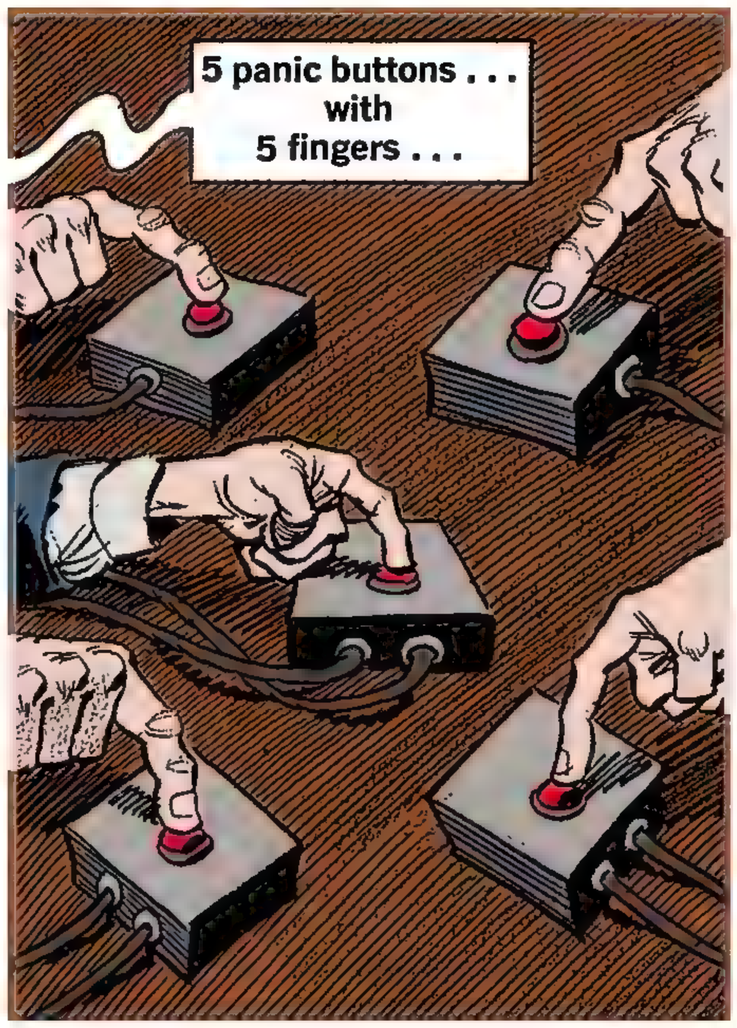
. . . sodium propionate, monosodium glutamate, potassium sorgate . . . lecithin and vanillin . . .

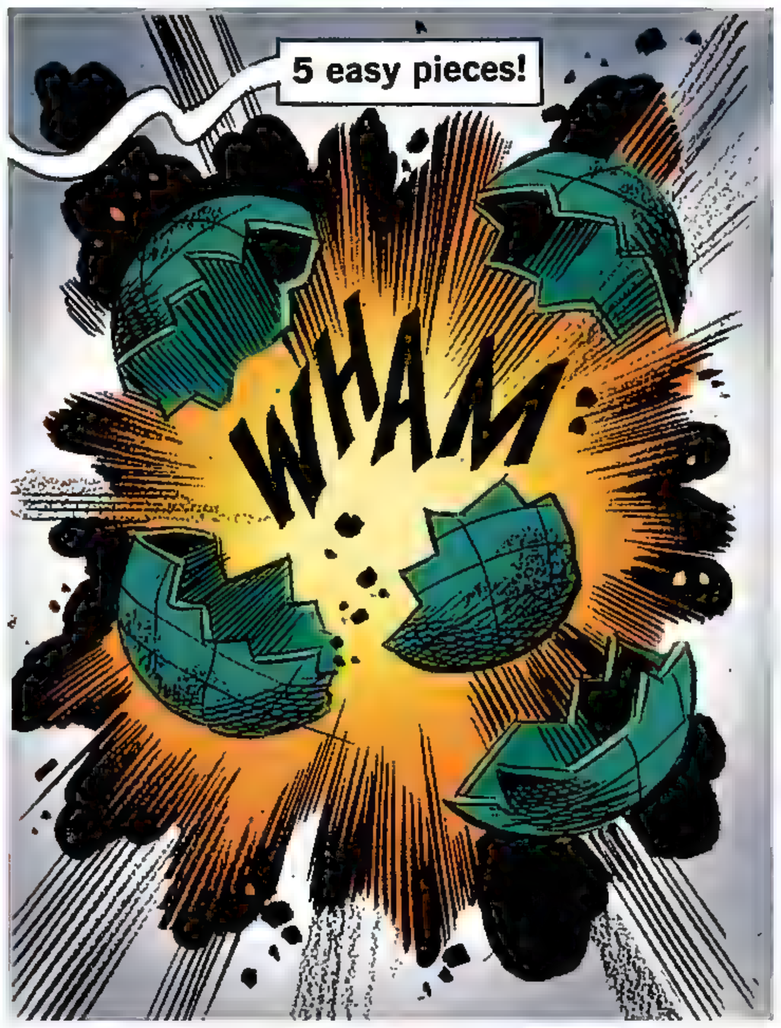
Enough . . . Enough! Belly hurt . . . taste yecch . . .
Oh, Cake Monster, it's all in your mind! It still tastes good! See what it says on the label? Artificially flavored!


This portion of Reality Street is brought to you by the number FIVE . . .
5

5 countries . . . with 5 H-bombs . . .

5 leaders . . . with 5 different opinions . . .


5 panic buttons . . . with 5 fingers . . .


5 easy pieces!
WHAM

What are you doing, Ookie?
Moving!
Did you find a better place than your garbage can?
Bigger and better.
Where?

Right on the street! Anyone like me who prefers the comfort of garbage and filth can live like a king in today's cities!

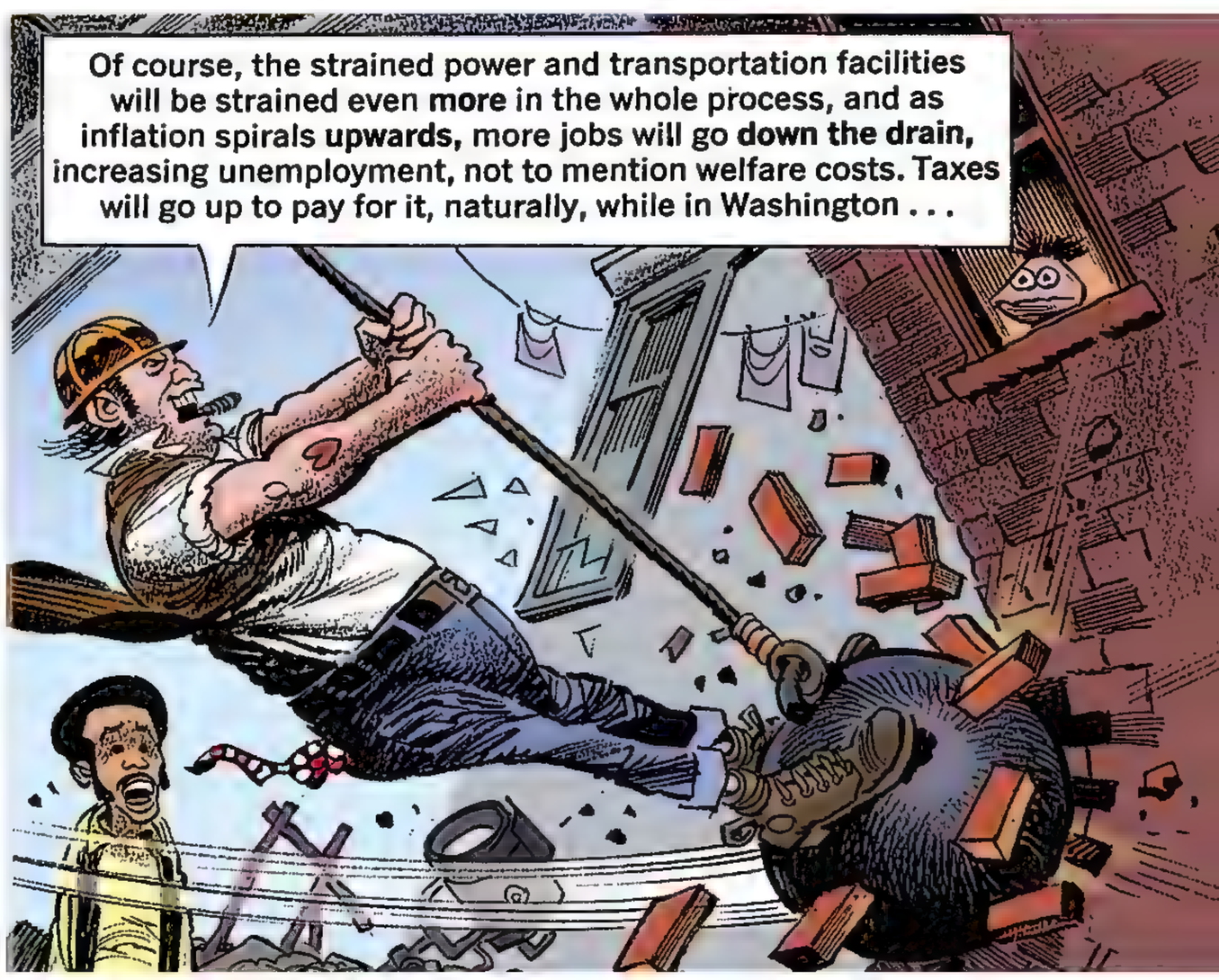
Hi! I'm Dirty Bird, and now it's time to count like the government counts . . . ready? Okay, Military! One million, two billion, three trillion, four zillion! That's called escalation of numbers!
Military
1 million
2 billion
3 trillion
4 zillion
$
Now it's time for cutting down! Okay, now, tighten your belts and begin on education! Four million, three thousand, two hundred, one! That's it! Bye!
Education
4 million
3 thous
2 hundred
1
$
Hey, Curt, what's that you have?
A toy telephone, Scary!
Gee, it looks just like a real phone!
It works just like a real one, too! Watch! Dial my number—4448!
This is fun! 4-4-4-8 . . .
I'm sorry, but your call did not go through! Be sure you are dialing correctly! Hang up and dial again! Thank you!
Try again, Scary!
Okay . . . 4-4-4-8
I'm sorry, but the number you have reached is not a working number! Please check your local directory!
C'mon, try again!
All right, Curt, but this isn't as much fun as I thought it would be! 4-4-4-8
I'm sorry, but all the circuits are busy at this time! Please try again later. Thank you!
Great, huh?

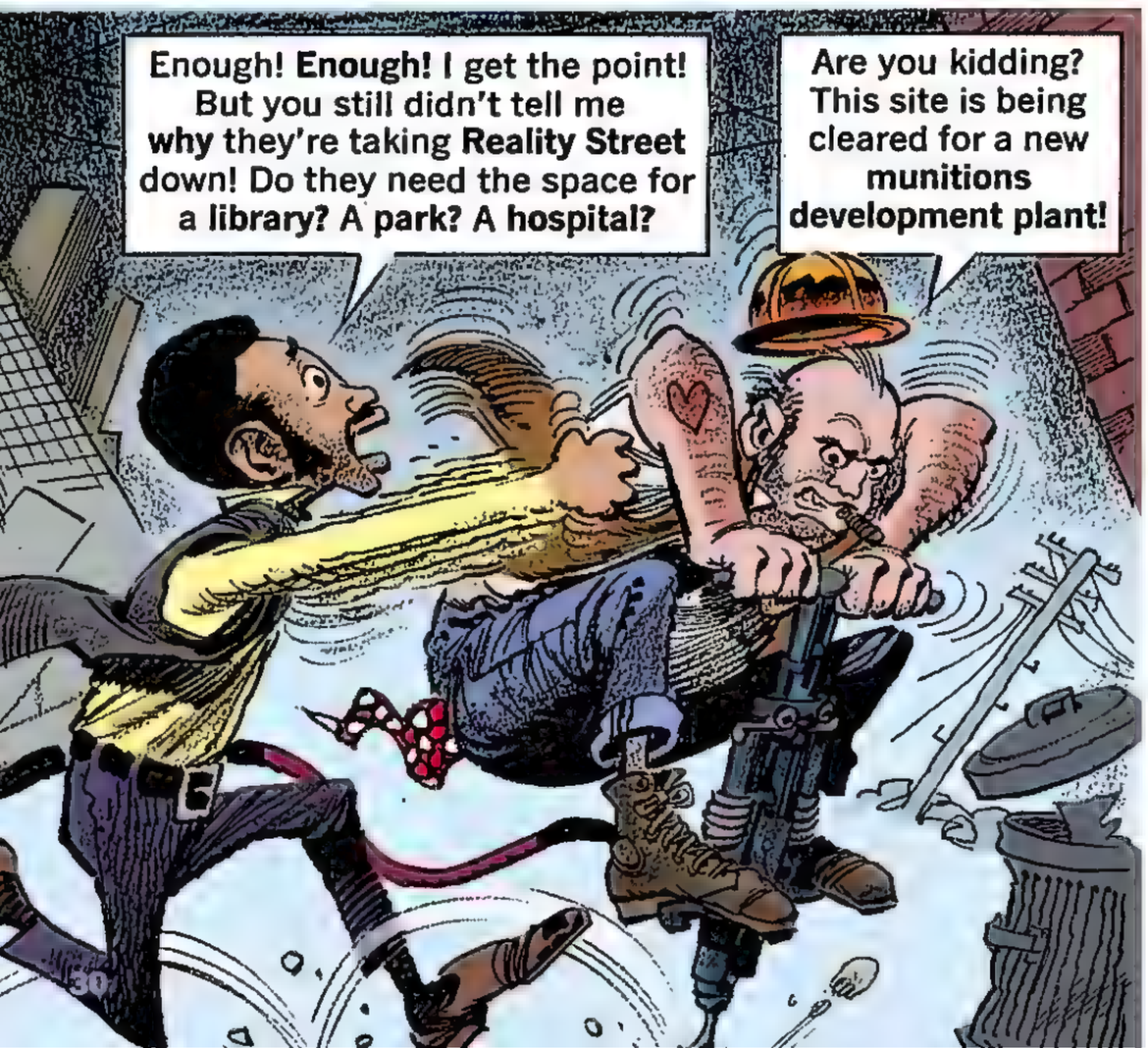
Great? Why, I tried 3 times and couldn't get you once!
That's what makes this toy phone so real! If you did get me it would spoil everything!

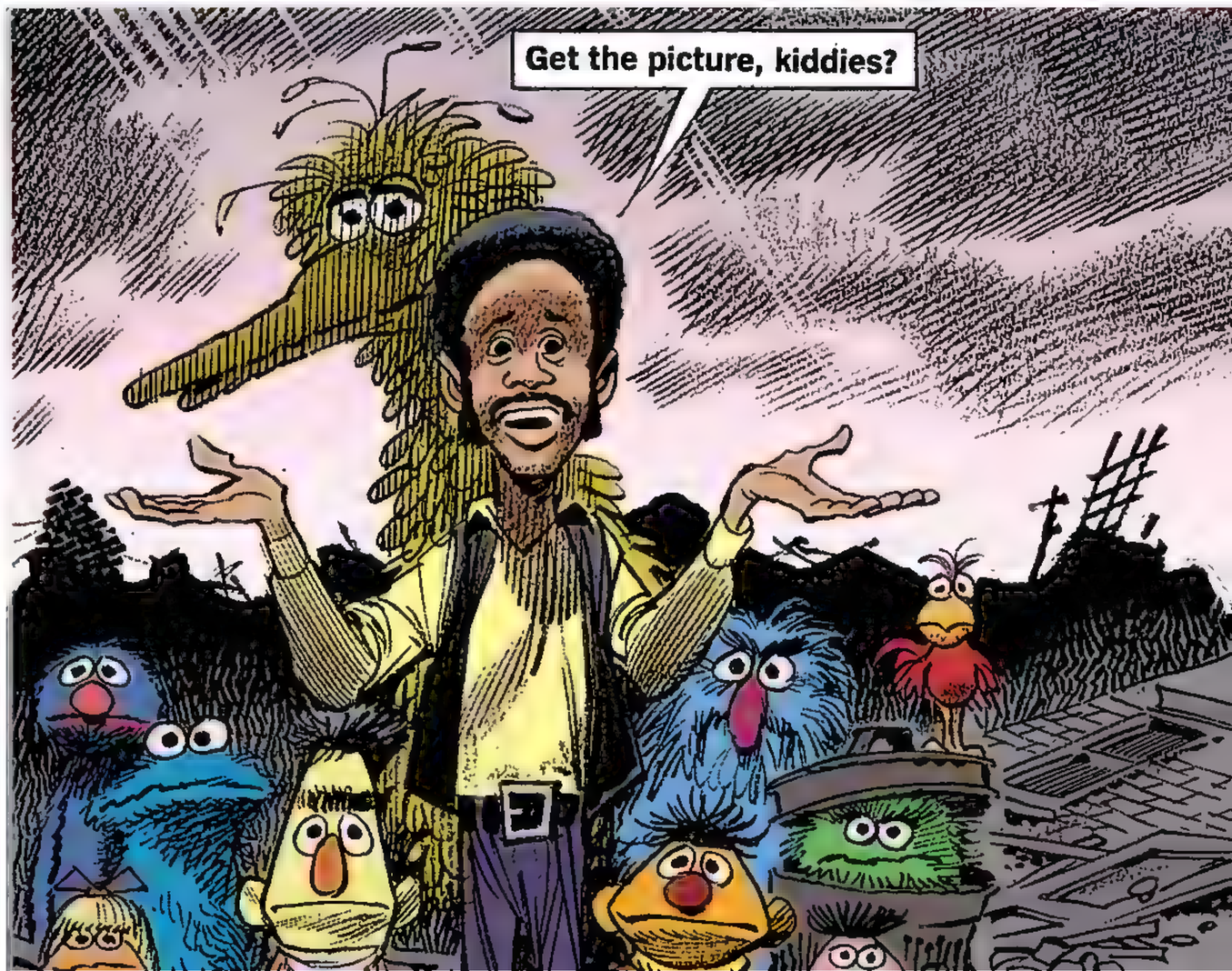
Well, it looks like we've run out of time for today! But we'll be back tomorrow to bring you another . . .

Fat chance, buddy! We're here to knock this set down!
But you can't do that! This is Reality Street, especially constructed to show our young people about life today!

So we'll help you, Mac! We'll start by ripping half of it down. Then we'll go on strike and leave everything in such a mess that no one can use it while union chiefs, bosses, and mediators argue and get nowhere for months! They'll finally settle for a raise which will be more than we deserve, which'll send everyone else out on strike for raises just to keep even with us . . .
REALITY STREET


Of course, the strained power and transportation facilities will be strained even more in the whole process, and as inflation spirals upwards, more jobs will go down the drain, increasing unemployment, not to mention welfare costs. Taxes will go up to pay for it, naturally, while in Washington . . .


Enough! Enough! I get the point! But you still didn't tell me why they're taking Reality Street down! Do they need the space for a library? A park? A hospital?
Are you kidding? This site is being cleared for a new munitions development plant!


Get the picture, kiddies?

*Model R 270, 23" over-all diagonal, 282 sq. inch viewing area. Complete with carrying handle and folding legs.*

## Feast your eyes on the first and only television set with no picture tube at all

## General Realistic ENJOY-THE-VIEW TELEVISION

Let your own eyes convince you that *there's a wonderful world out there!*

People have been so conditioned to watching TV these days that they no longer appreciate the real world around them. Not unless they see it on their television screen at home.

To solve this problem, General Realistic engineers have designed a whole new line of television sets — *without picture tubes!*

With any new General Realistic "Television Set-Without-A-Picture-Tube", you can once more enjoy the sights of the outside world. Merely study those sights through the vivid "Enjoy-The-View" clear-air screen.

So, get out of your living room today! Go get yourself a new General Realistic Portable "Dummy TV" set. *Put it down anywhere, and begin to observe "real life" again!*

***Protest Is Our Most Important Progress***

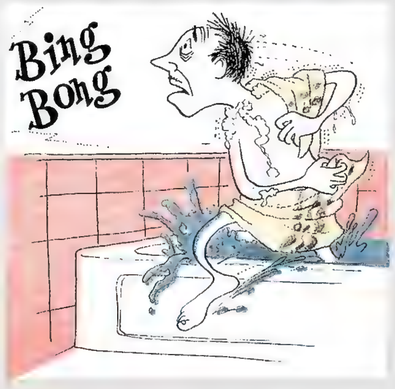
**GENERAL REALISTIC**

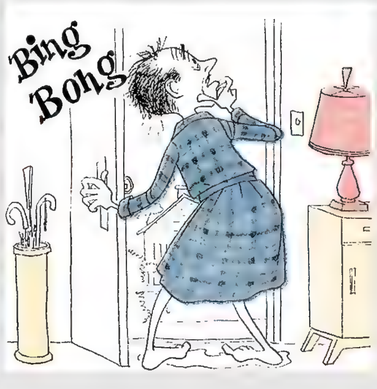
TELEVISION RELIEVER DEPARTMENT, SYRACUSE, N Y

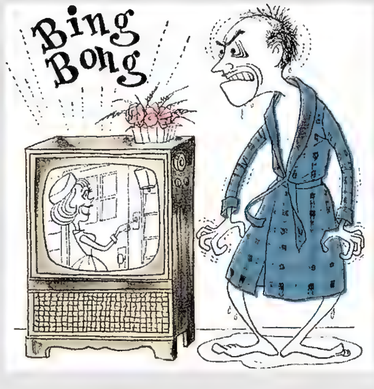
Television has only been in general use for about 15 years, and yet it has completely changed our way of life. The TV set has brought the world into our living rooms—as if we didn't have enough troubles already. It has wised-up our young people beyond their years, killed the ancient art of conversation, and reduced the pastime of reading to the pages of "TV Guide." We at MAD have always found television a vulnerable target for our kidding. But somehow, we've limited our fun to the idiotic things that appear on the TV screen, and we've ignored the idiotic things that face the TV screen, mainly, the TV viewers, some of whom can be more ridiculous than all the ridiculous TV programs and TV commercials combined. To them MAD dedicates the following article, which offers . . .

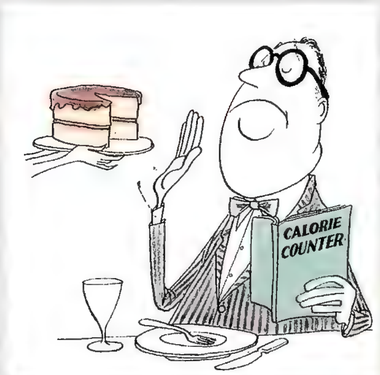
# *the lighter side of* THE TELEVISION SET

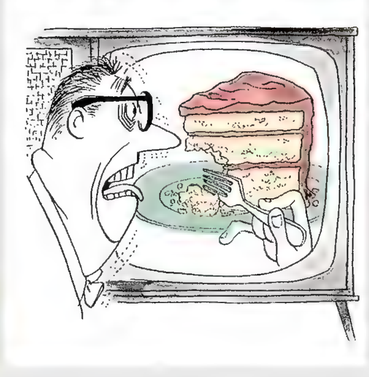
WRITER & ARTIST **DAVID BERG** COLORIST **RAVEN JUERGENSEN**

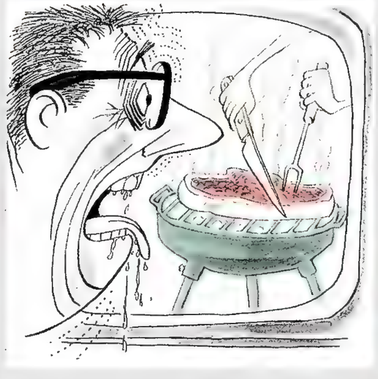


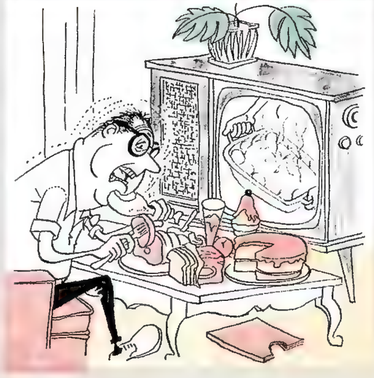


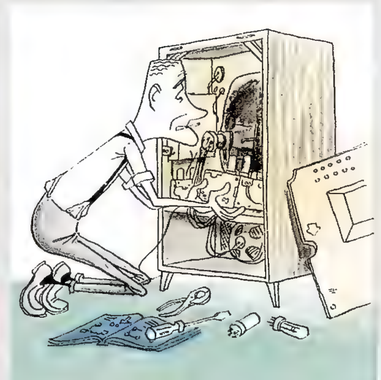



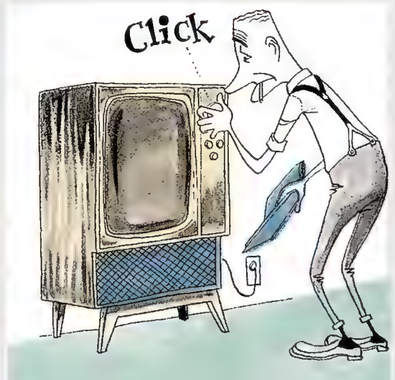



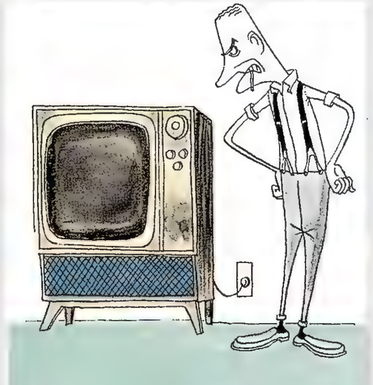


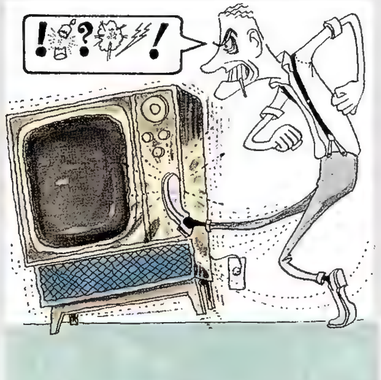


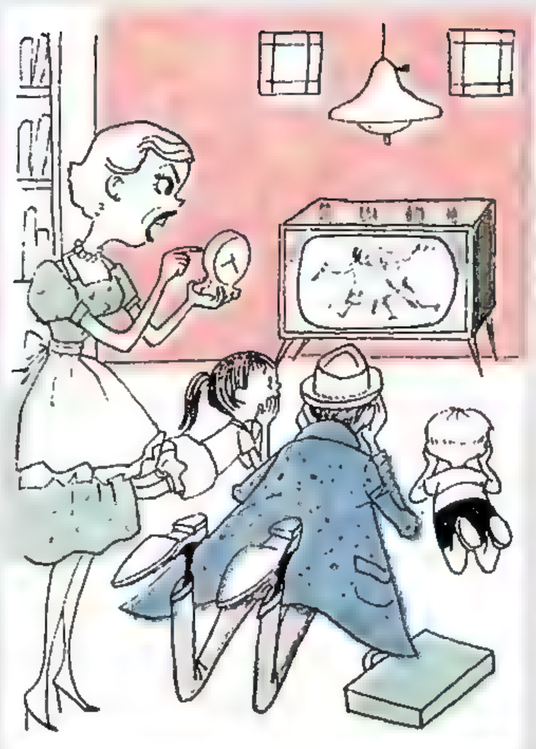




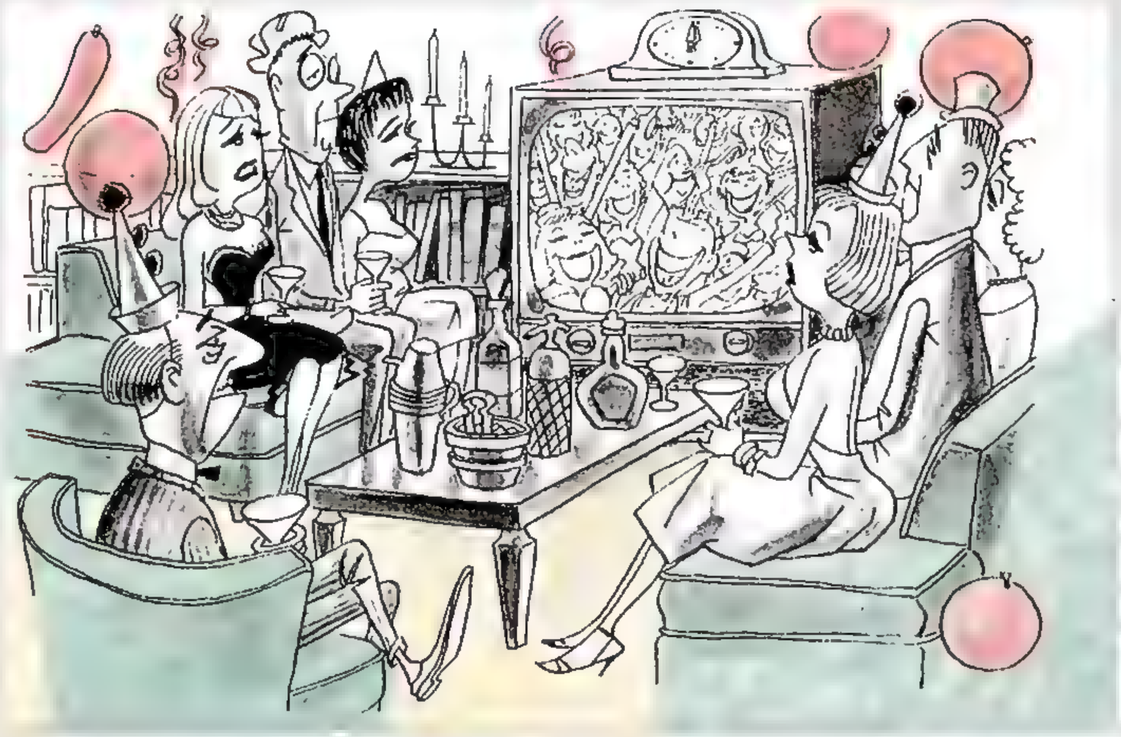






HAPPY NEW YEAR



THE
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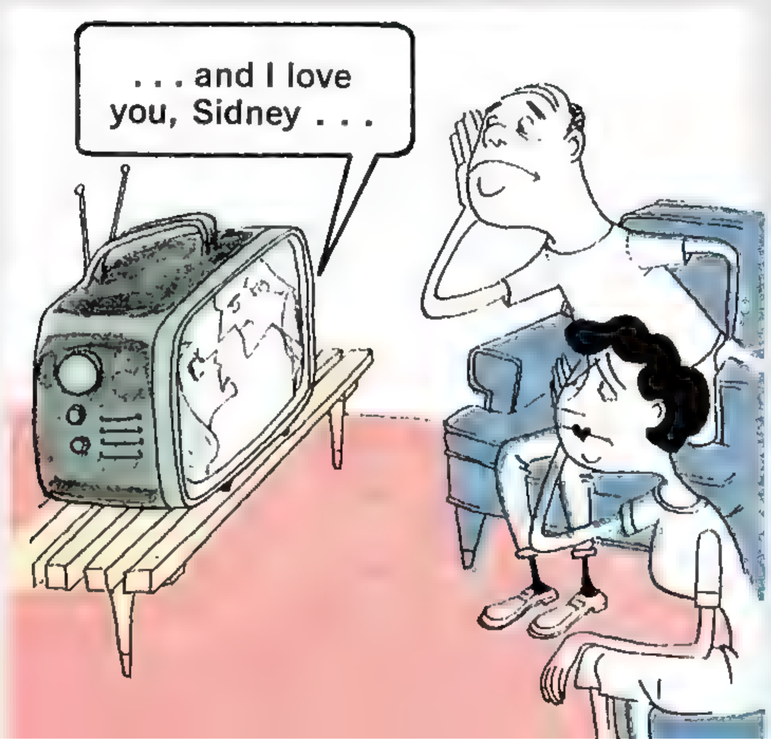
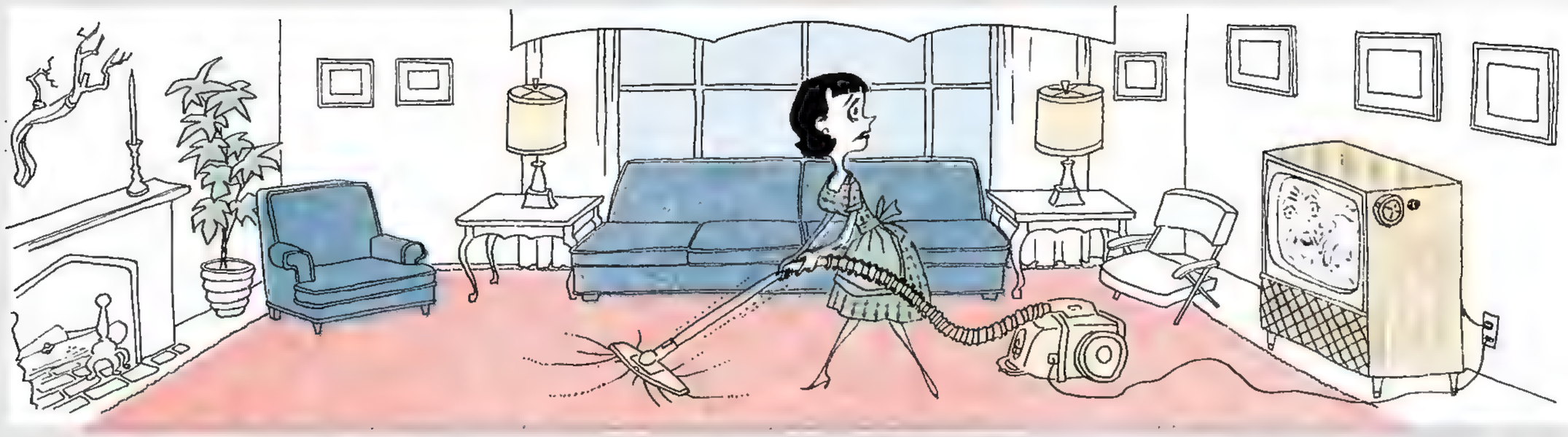
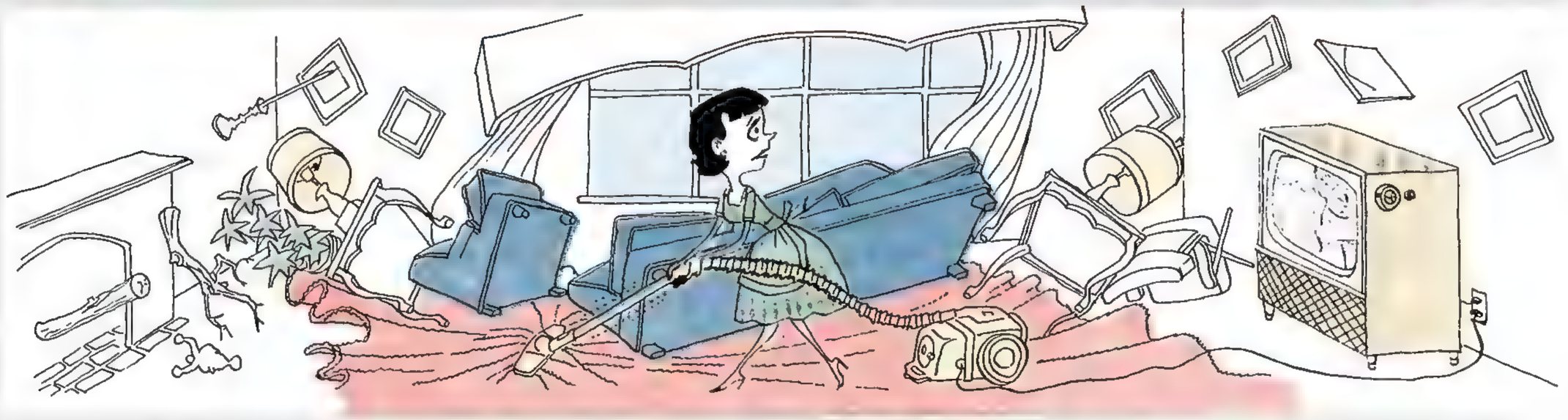
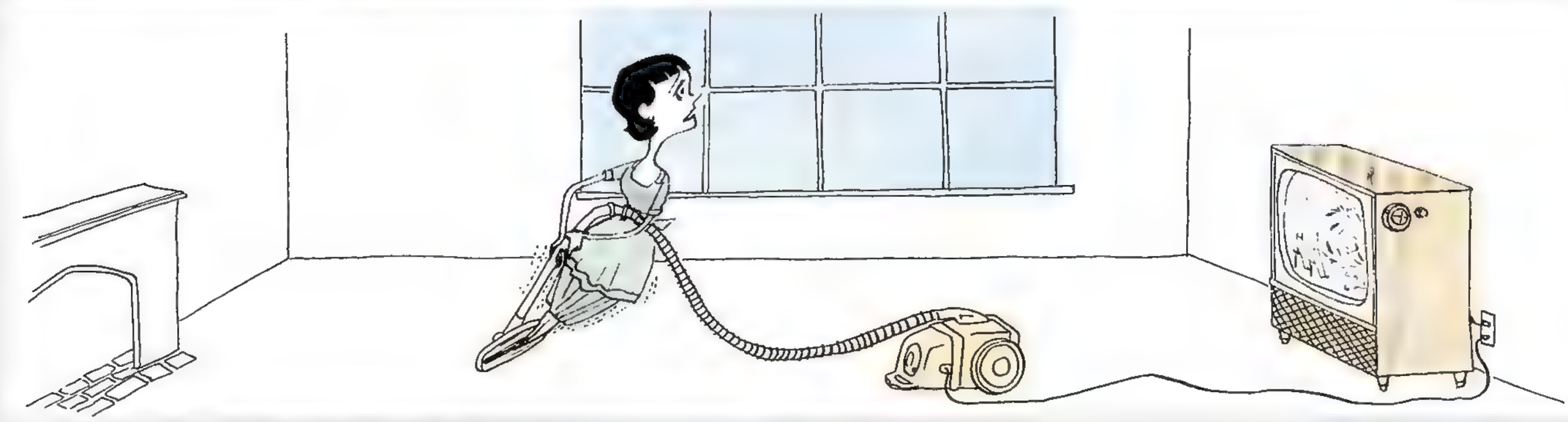
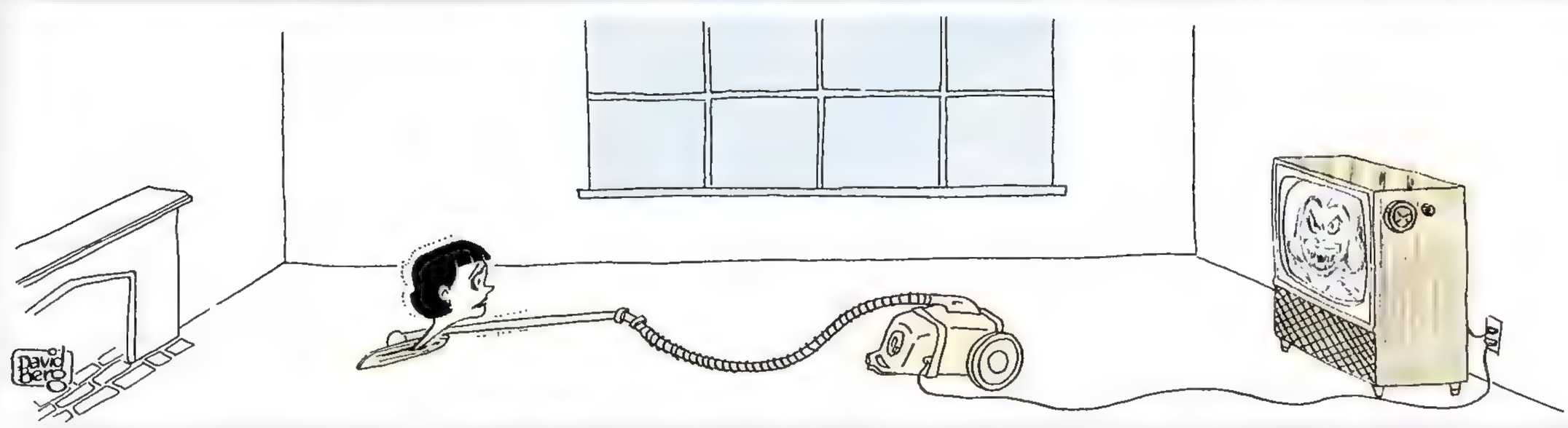

. . . and I love
you, Sidney . . .

. . . and now, a word
from our sponsor . . .








David Berg

**With more and more networks combining their hit shows to create new audience awareness—and more content—it's no surprise the following series are teaming up for super-special swap-ups! Presenting a first look at the criss-crossover programs that'll have everyone saying, "Why the hell are they doing this?"**

# BOOB TUBE MASH-UPS WE CAN'T WAIT TO SEE

WRITER **BROCKTON MCKINNEY** ARTIST **KERRY CALLEN**

## It's Always Sunny in Castle Rock

Dennis and Dee inherit a haunted house on the bad side of Maine. But when Frank takes a job as a guard at Shawshank Prison, Charlie falls for disturbed nurse Annie Wilkes, who convinces him that killing everyone is "Charlie Work." It's a laugh-filled episode titled "The Gang Gets Ax Murdered."

## The Glowbergs

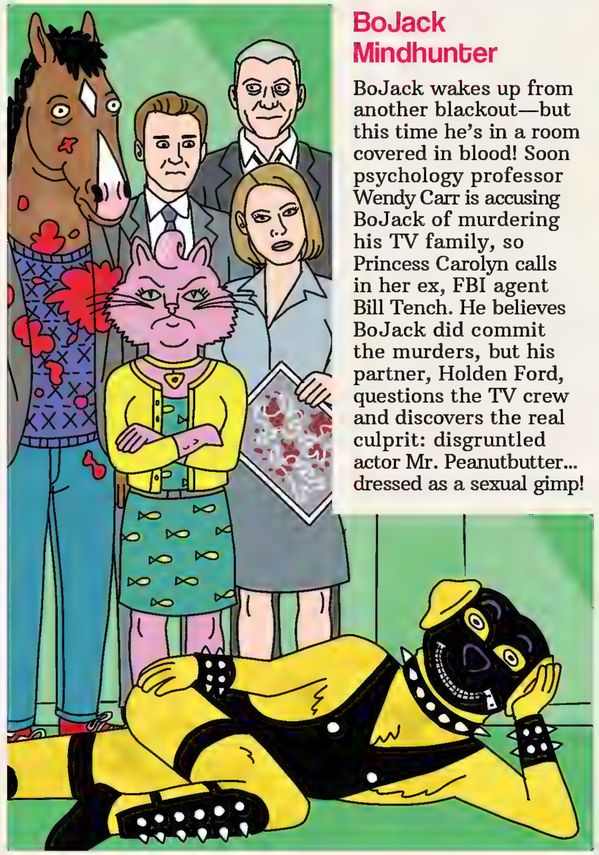
Overbearing "smother" Beverly Goldberg has entered her family in a mall-sponsored wrestling contest, and it's an all-out '80s laugh riot when her son Barry's rapper alter ego, Big Tasty, shows up as referee! But things get scary-hilarious when her youngest son Adam ends up in the ring with Junkchain and Zoya the Destroya, the most badass brawlers in the Gorgeous Ladies of Wrestling!

## The Unbreakable Mandy Lorian

Mandy Lorian is an affable bounty hunter trying to adjust to life on an alien planet after being held captive in a bunker on the Death Star by Darth Vader (now handsomely played by a mask-less Jon Hamm). She wants to lead an ordinary existence, but how normal can you be when your landlady is an elderly Ewok and your roommate is a Baby Yoda named Titus?

## Black-ish Mirror

Dre Johnson receives a mysterious phone in the mail that shocks his entire family when it claims to be alive! The phone says it needs the brilliance of Dr. Rainbow Johnson to get it back to the future, where questionable cultural issues are tried in a court of law presided over by two sentient stuffed animals named Diane and Jack. But that's the Johnson twins' names! Guest-starring Miley Cyrus and John Cougar Mellencamp as the voices of Jack and Diane.

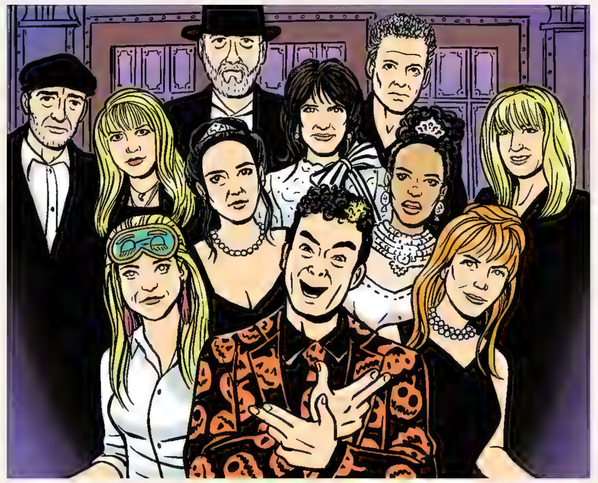


## BoJack Mindhunter

BoJack wakes up from another blackout—but this time he's in a room covered in blood! Soon psychology professor Wendy Carr is accusing BoJack of murdering his TV family, so Princess Carolyn calls in her ex, FBI agent Bill Tench. He believes BoJack did commit the murders, but his partner, Holden Ford, questions the TV crew and discovers the real culprit: disgruntled actor Mr. Peanutbutter... dressed as a sexual gimp!

## Better Call SupernaturSaul

Sam and Jensen are up to their Winchesters in trouble when a seedy warlock casts a spell on Albuquerque, New Mexico, turning all the residents into monsters! Now the fate of the city is in the hands of a demonized Saul Goodman and a werewolf-ified Michael Ehrmantraut, as they team up to take down the spellcasting pusher Count Drugula!



## Big Little Saturday Night Lies

Live from New York, five women attempt to hide a hilarious murder in vignettes featuring varying degrees of quality! This "not ready for a primetime Emmy" episode features musical guest Fleetwood Mac doing "Little Lies" and Tom Hanks as the murderer/guest host, David S. Pumpkins!

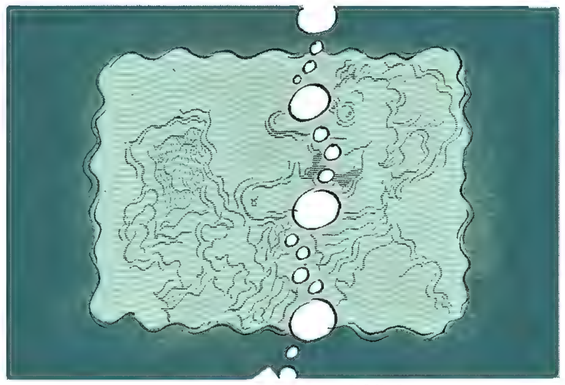
# TV...AS VIEWED BY THE ANIMAL WORLD

WRITER
**PAUL COKER, JR.**
ARTIST
**PAUL PETER PORGES**
COLORIST
**RAVEN JUERGENSEN**

A Crosseyed Rhino

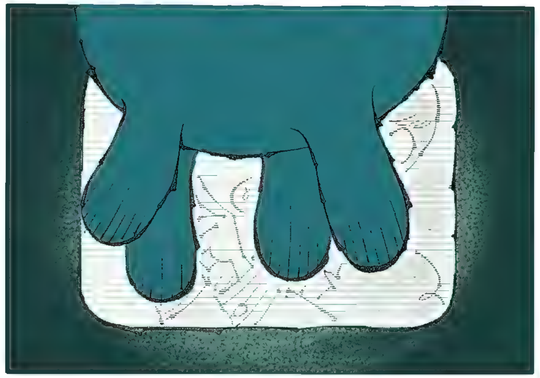
A Rabid Dog

An Introverted Turtle



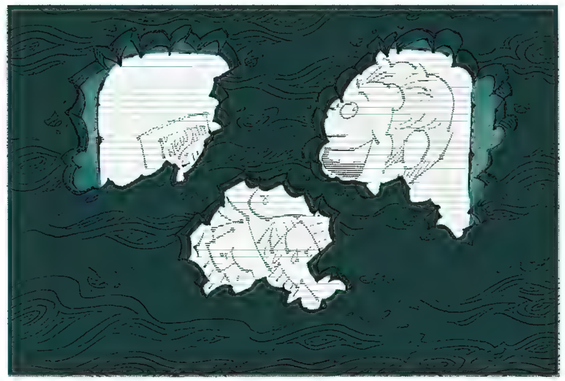
A Hiccuping Goldfish

A Bug In A Rug

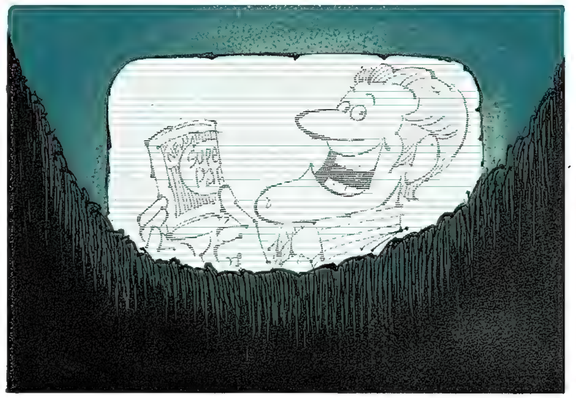


A Newborn Calf

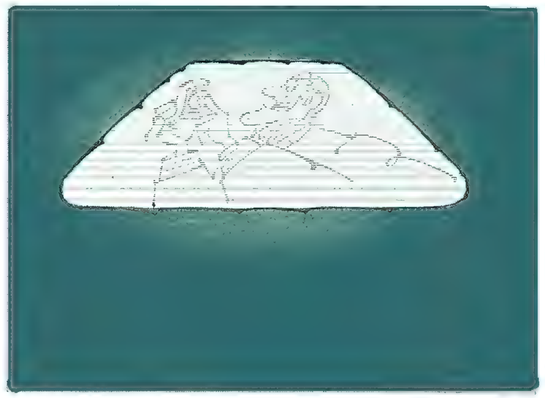
A Housebroken Giraffe



A Curious Termite



A Baby Kangaroo



An Amused Ant

A Bored Bat

A Compulsive Canary

Whenever we see one of those hour-long TV dramas, we're thankful that there's a place where people can see the works of talented American writers performed as they were written! Namely, Broadway! Because most TV dramas these days are pretty sad! In fact, we've often wondered what happens to a TV script once the writer turns it in. Recently, a network spy sent us the following material from a play to be presented on the Gloober Playhouse which clearly shows...

WRITER **FRANK JACOBS**
ARTIST **WALLY WOOD**

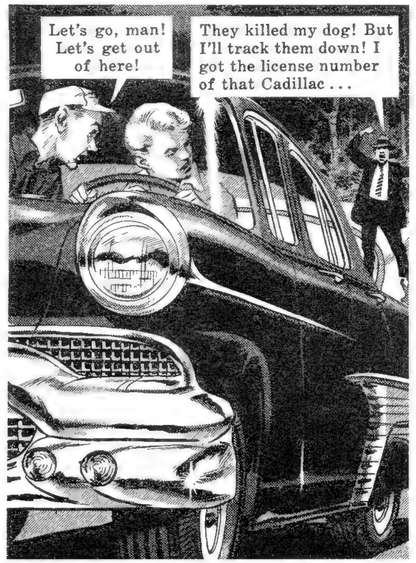
# How A Television Script Is Born

Here is the original script as it was first written by the Author, who has also included his personal comments:

In this play, I show how it is possible for a boy to have all the benefits of a good home, and still feel unwanted. The first scene shows how Sidney's father, a judge, is too involved in courtroom work to pay attention to his son.

This next scene shows Sidney's feelings toward his father . . . his resentment at being ignored. This lack of companionship between father and son is really what drives Sidney into seeking the friendship of a mixed-up boy like Johnny.

Goaded by Johnny, Sidney drives wildly through town until he accidentally strikes down a dog. He is immediately sorry for what he has done, but lacks the moral fiber to stop and face the dog's owner, so he speeds away from the scene.




This scene depicts Sidney's moment of manhood. We see that he is basically a responsible person when he confesses what has happened to the judge. We also see the judge's moment of truth when he realizes his own failings as a father.

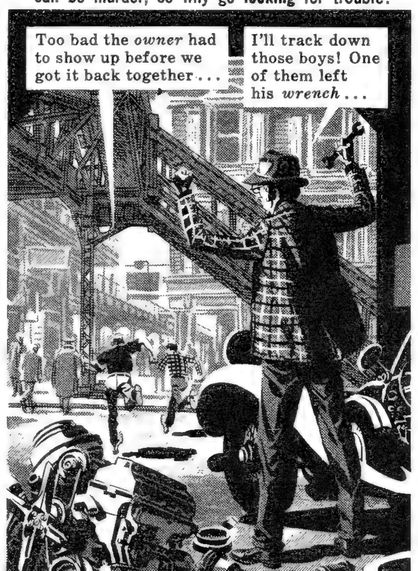
Confronted by the dog's owner, the judge faces a difficult decision. As a father, he is guilty of neglecting his son. But as a judge, he must be impartial. He decides, therefore, to bring the actions of his son (and himself) to trial.

From the Author, the script then went to the Script Editor of the program, who made the following changes and comments:

This is a fine script! Let's not touch a thing! Except . . . how many boys have fathers who are judges? One out of 5000? That's why I've made the old man a professional golfer. **My** old man was a professional golfer, and he ignored **me!**

Nothing to be changed here, except I don't feel we should sympathize with the boy too much. So I've made him a mechanical genius, an egghead. That way it really isn't so much the old man's fault. I know! **I've** got an egghead for a son!

Note that I've changed the Caddy to a Jaguar here. I own a Jag myself, and I **know** how keen they are! Also note that I've eliminated the dog-killing. Those A. S. P. C. A. phone calls can be murder, so why go **looking** for trouble?



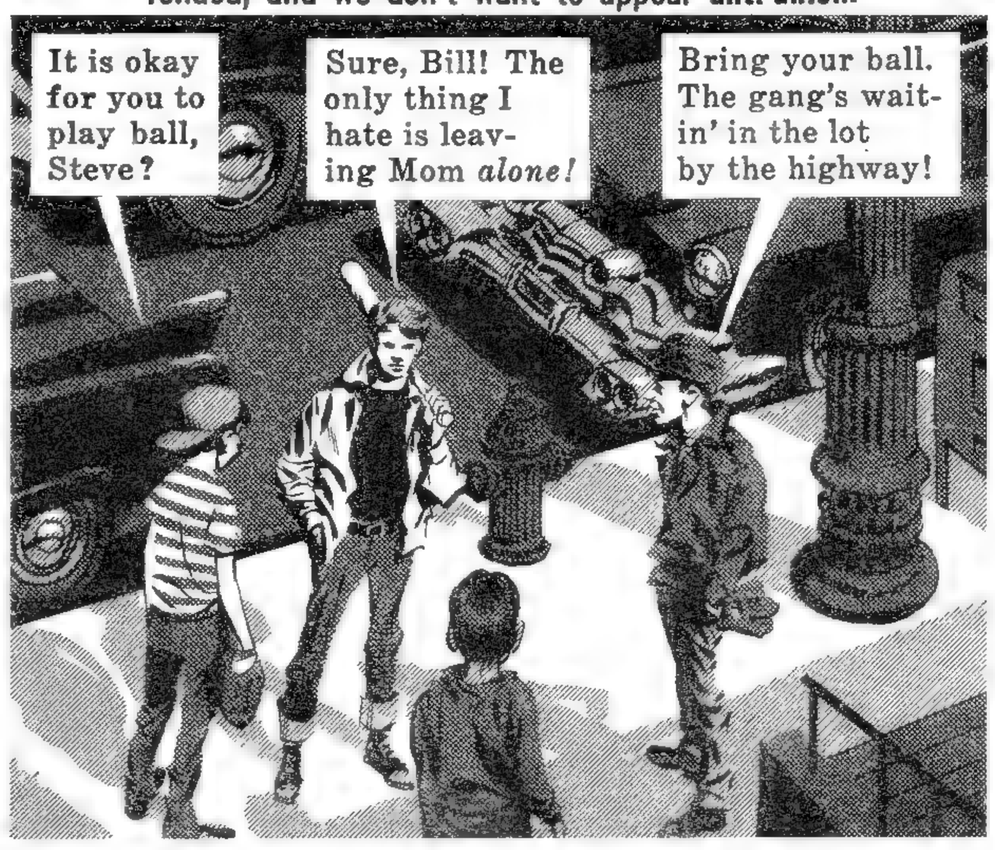

This scene is okay, except it misses the boat. Sidney's father isn't upset; in fact he's sort of pleased to find his kid is human, and isn't so perfect. After all, that's the way **I'd** act if it happened to that smart-aleck kid of mine.

This scene lacked warmth, so I've fixed it. By offering to buy Sidney his own Jaguar, the old man turns out to be a swell guy, and everybody is happy, which always makes a good ending. I know it's the kind of ending **my** family'd like.

From the Script Editor, the play then went to the Advertising Agency TV Director, who read it and made these changes:

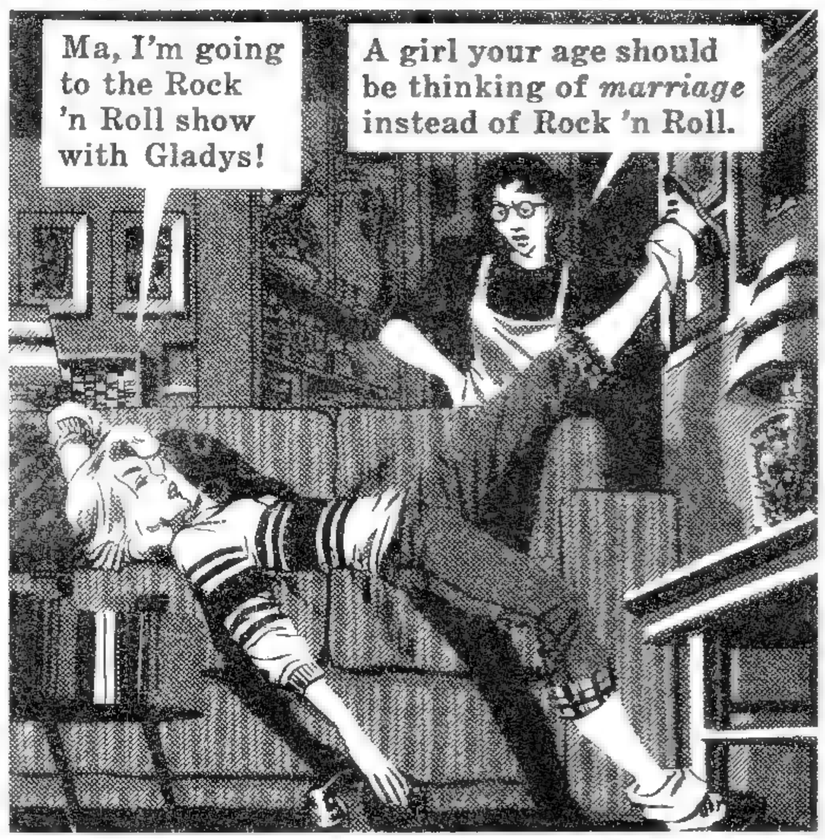
Scriptwise, this play is great. But I was just a little bothered by the father, so I've eliminated him. I've also changed the boy's name from Sidney to Steve—sounds more **American.** We can't afford to offend the American Legion!

Note that Steve and his friend, Bill (the name "John" is distasteful, reminds people of John Wilkes Booth!), are no longer **boy mechanics.** The **real** mechanics in the country might be offended, and we don't want to appear **anti-union.**




From the Ad Agency TV Director, the script was turned in to the Sponsor, who had his own thoughts and made these changes:

This is a fine play. However, may I remind you that it's sponsored by Gloober's Breadcrumbs, **not** Baseball. Since Gloober's Breadcrumbs are used by women, I've made the central character a **girl,** naming her Maxine, after my daughter.



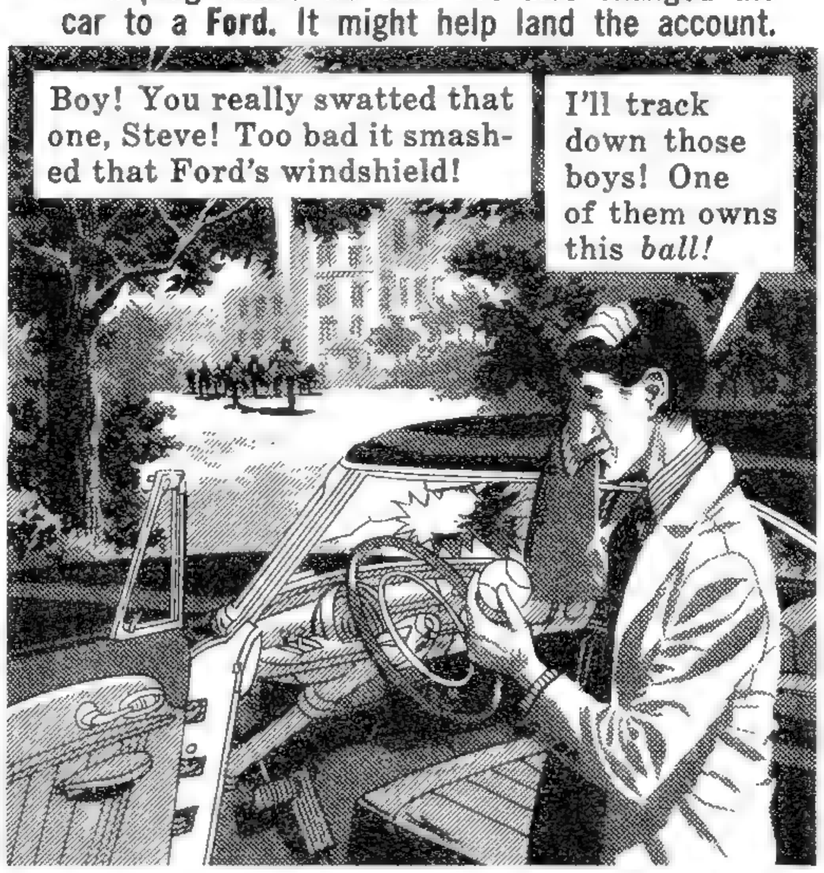

Note my new emphasis on Rock 'n Roll. I think this is important for product-exposure. Teenagers are potential Breadcrumb-buyers, so if we tie the two together in their minds, they'll buy Gloober's Breadcrumbs when they **grow up.**

From the Sponsor, the script was then sent to a Network Vice-President, who put the finishing touches on this final version:

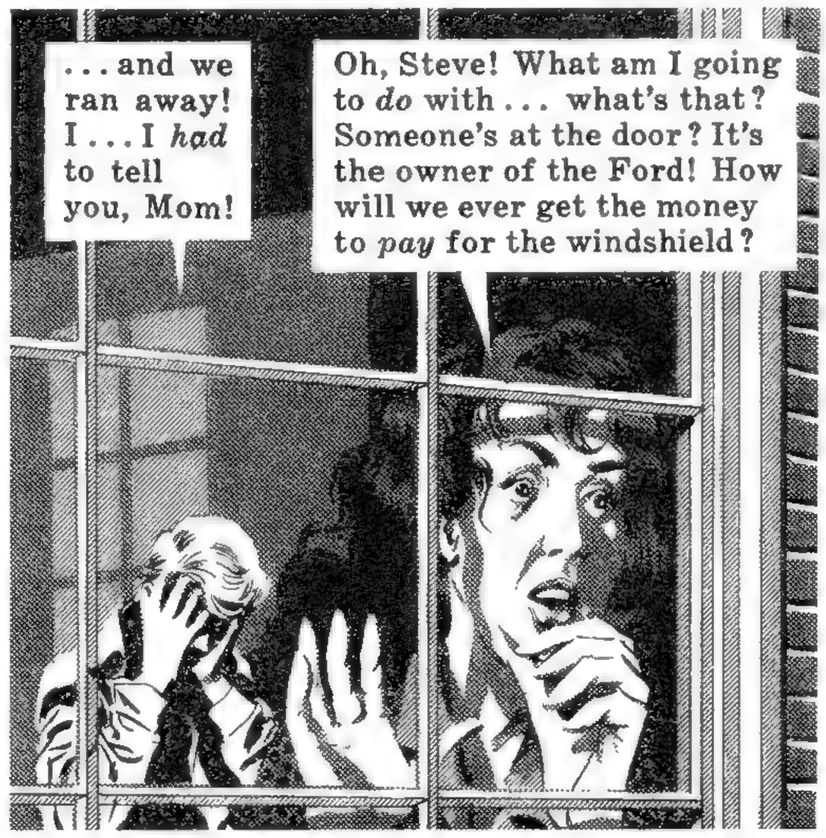
Great script! Wouldn't want to touch it! But I do think that having a mother nag an unmarried daughter might offend **spinster** TV fans. So I've made it into a stepmother-stepdaughter relationship, and I've added a few stepsisters.

Since Rock 'n Roll might offend **parents,** I've changed the stage show to a fancy costume ball. By replacing the girl friend with a godmother, we add **family interest,** and also create a part for Daphne Rancid, who's under contract to us.

I've rewritten here so the boys play **baseball.** This agency is also handling the Major League telecasts this season, so we might as well get in a plug where we can. I've also changed the car to a **Ford.** It might help land the account.

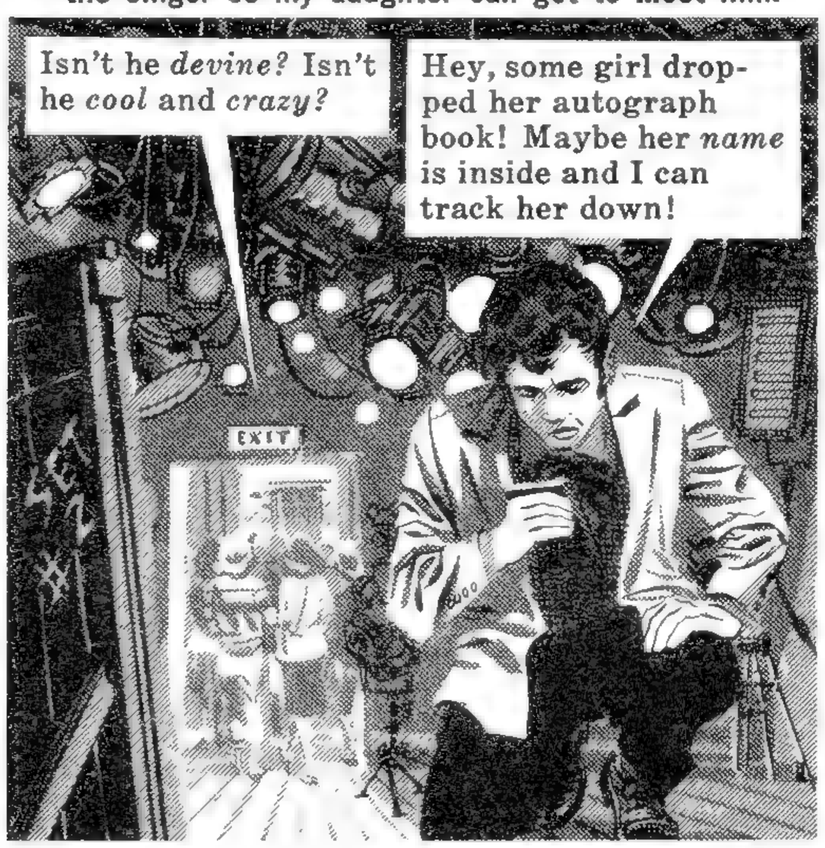



No changes! I just want to point out that by eliminating the father, it means the boy lives alone with his mother, she takes in laundry, they're hard up, and she cries a lot. It keeps the audience in a sober mood for **commercials.**

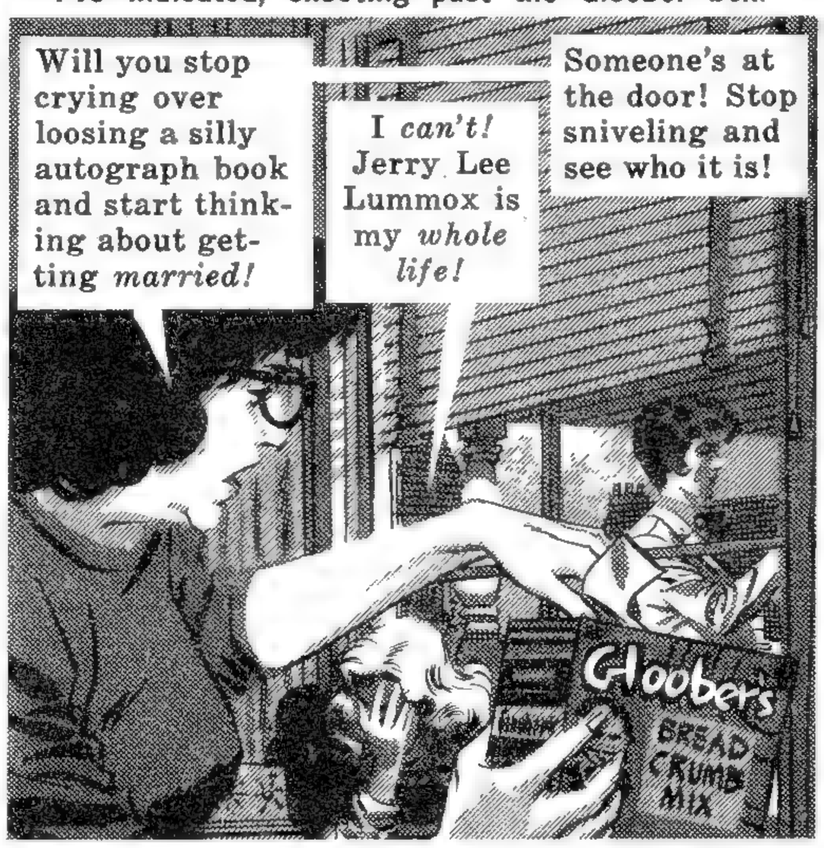



This scene lacked real emotion, so I fixed it. Since every American boy dreams of becoming a Big League ball player so he can make lots of money and help his old sick mother, let's have the car-owner turn out to be a Baseball Scout.

I'm glad I could eliminate the baseball scenes. This new backstage scene gives all the viewers a chance to see Dicky Finster, my daughter's favorite entertainer, who I suggest be cast as the singer so my daughter can get to **meet** him.



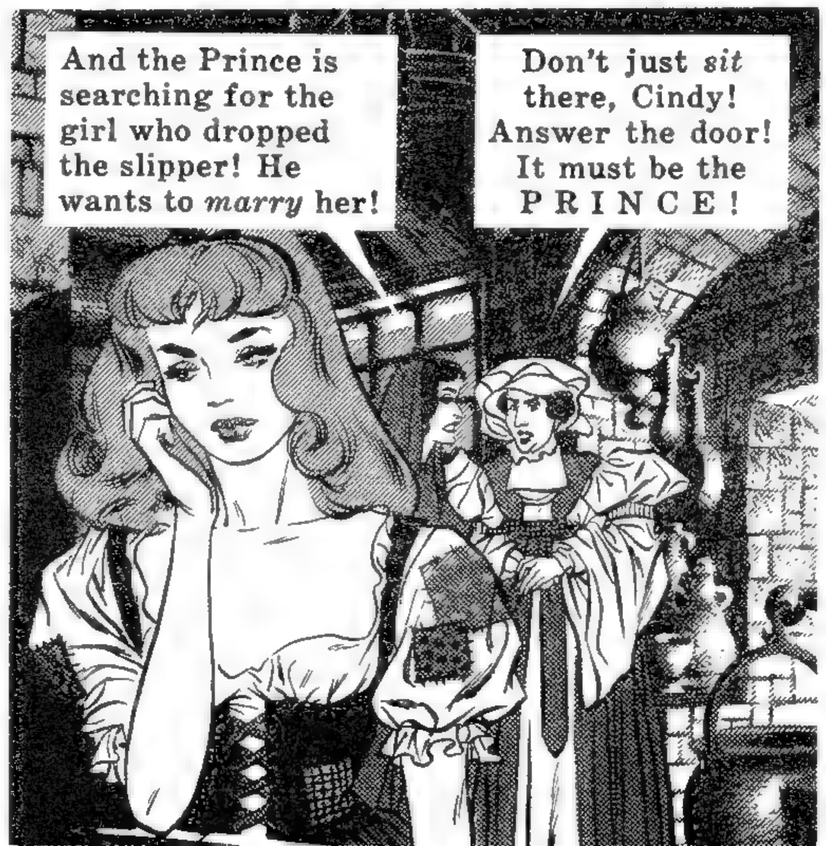

I've tinkered here. By having the girl cry, we give the mother a chance to do something else while she comforts her, like opening a box of Gloober's Breadcrumb Mix. Note the close-ups I've indicated, shooting past the Gloober box.




The last scene has everything—now. It brings the boy and girl together, it gives Dicky-boy a chance to sing another song, and mainly, it gives the mother more time to show off some of her tasty-looking Gloober's Breadcrumb **recipes.**

I don't mean to be difficult, but an autograph book doesn't make much sense at a costume ball. I changed it so she loses her slipper instead. And having the girl (I've named her Cindy) due home by midnight injects some needed suspense.

Since this is a touchy script, let's avoid **all** objections by changing the time to the Middle Ages. And let's soft-pedal the sponsor's plugs! After all, we could **ruin** this really great play by following everybody's two-bit suggestions.




A few minor alterations in plot, characterization and dialogue, and the show wraps up just beautifully. The critics should love it. This is the kind of fresh new writing TV needs! The author should be encouraged to do more for us!

# MeaNwHiLe...

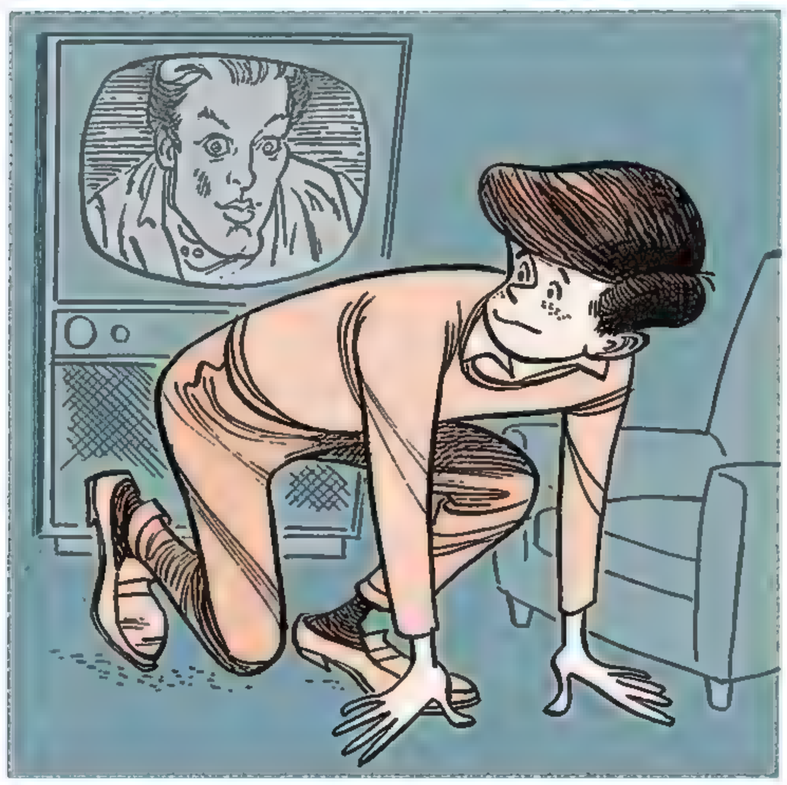
WRITER IAN BOOTHBY
ARTIST PIA GUERRA

When you watch television, and the "Commercial-Break" comes on, do you just sit there stupidly, listening to idiotic advertising claims? Did you ever stop to figure out that you waste 120 to 150 seconds every time that happens? Aren't there more important things you could be doing in that time—like making a snack, or going to the "john", or taking care of other neglected chores? Well, now that TV Commercial-Breaks are becoming longer and more frequent, your editors feel that it is imperative that we present to the public:

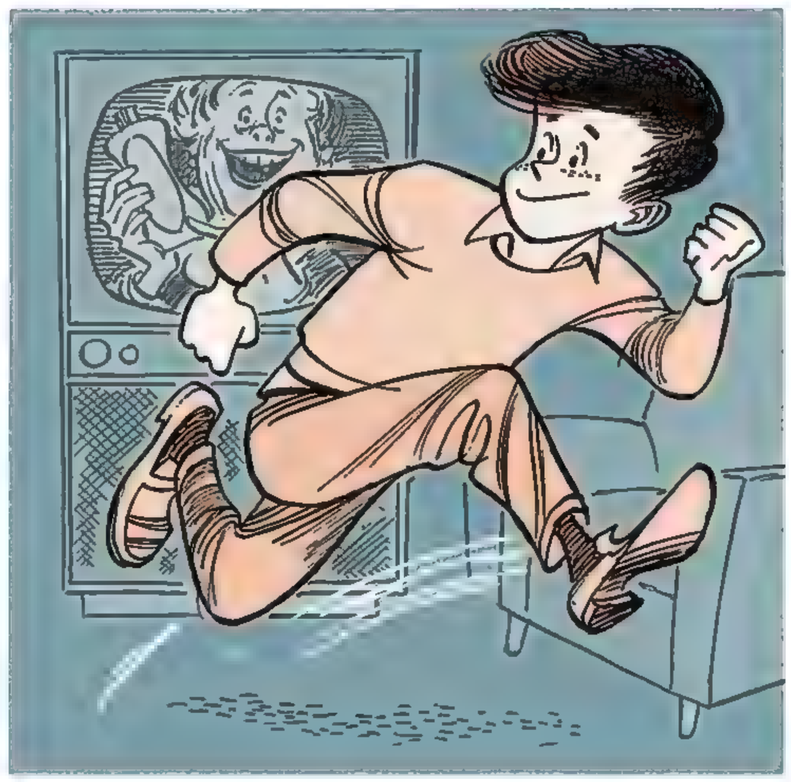
# THE MAD PLAN FOR BEATING TV COMMERCIAL-BREAKS

WRITER **AL JAFFEE** ARTIST **BOB CLARKE** COLORIST **CARRIE STRACHAN**

## MAD EXPERT DEMONSTRATES EFFECTIVE USE OF TV COMMERCIAL-BREAK TIME



**Value of intense training is shown by expert. Sensing impending commercial-break, he assumes a "ready" position.**



**As opening shot of commercial flashes on TV screen, MAD expert blasts off on well-planned 120-second mission.**

**First stop is Bathroom—where expert performs chore he has practiced and perfected to last exactly 24 seconds.**

**Second stop is his Bedroom—where he answers three Homework questions, or studies one paragraph in 42 seconds.**

**Next stop is Kitchen—where he makes 2 Baloney-and-Cheese sandwiches, and pours a glass of milk in 49 seconds.**

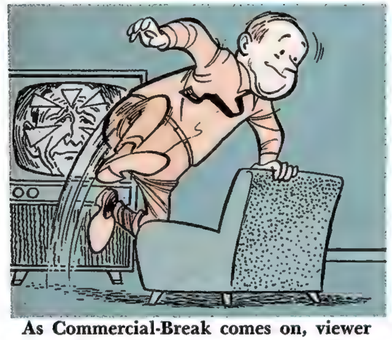
**Last stop is back into TV seat—with food from Kitchen—in 5 seconds flat . . . just in time for resumed program.**

# NEW MAD PRODUCTS FOR USE DURING TV COMMERCIAL-BREAKS

People in top physical condition can get around much faster and accomplish a lot more than people who are older and slower. MAD plans to introduce special aids for these slower people to help them make the most of TV Commercial-Break time. These devices will also help the people in top physical shape by cutting down the accident rate during those moments of wild dashing around.

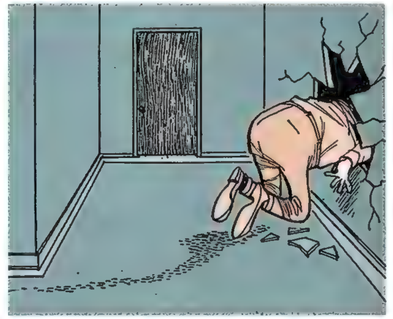
## THE CORNER GRAB-BAR

**Old Way**



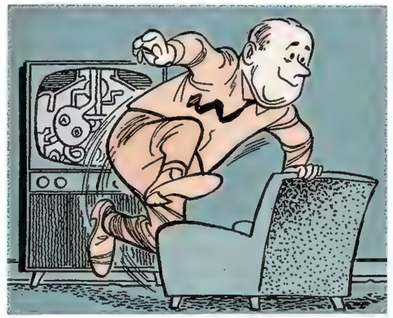
As Commercial-Break comes on, viewer bolts from chair, heads for kitchen.

Due to inertia, viewer loses precious time making wide turn rounding corner.

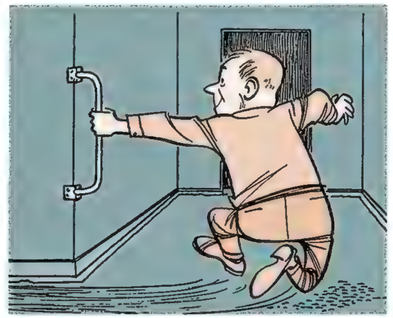


Even sadder is when he loses balance, hits wall, and misses rest of program.

**New Way—with Corner Grab-Bar**



Viewer again bolts from chair, heads for that tricky, treacherous corner—

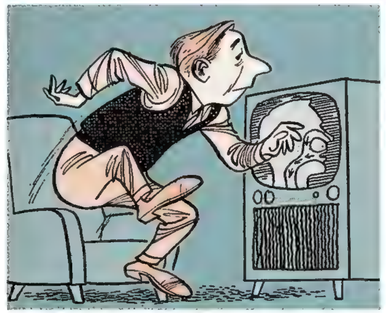


But this time, "grab-bar" is there—and he can make tight, graceful turn.

Hurled safely in right direction, he also shaves 4 secs. off his best time.

## ELECTRIC-EYE DOOR-OPENER

**Old Way**

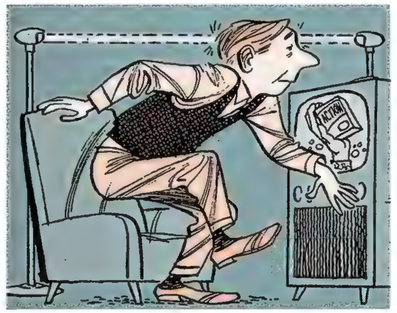


As Commercial-Break comes on, viewer bolts from chair and heads for door.

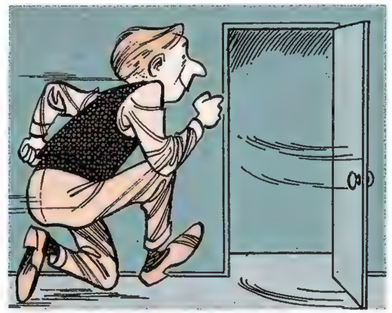
When he gets to door, he has to stop and pull it open, losing 3½ seconds.

Sometimes he forgets, and pushes door open, losing $20.00—for a new door.

**New Way—with Electric-Eye Door-Opener**



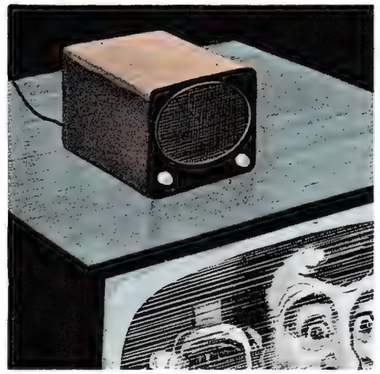
As commercial comes on, viewer jumps up, breaking electric eye light beam.



Broken light beam automatically opens door in plenty of time for viewer...

And he passes through safely, saving time and money... and mainly, injury.

## THE WARNING BUZZER



Attaches to TV set. Operates when it picks up extra-loud irritating volume of commercial, automatically shutting off sound. 10 seconds before program is about to resume, sets off warning buzzer. Good for taking quickie naps.

## THE TELEPHONE CUT-OFF

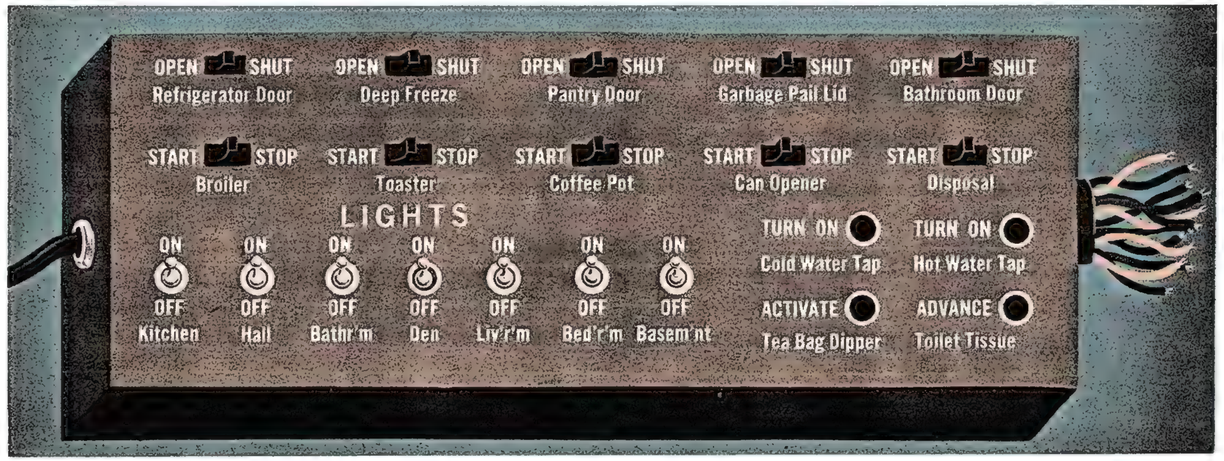
Attaches to your telephone. When any call lasts longer than a Commercial-Break, just press the special button which produces noisy interference on the phone lines, giving you a perfect excuse to get off and back to TV set.

## SURE-GRIP OVERSHOES

These soft rubber soles fit over your shoes and make it possible to execute swift, safe, silent movements during "commercial dash". Highly recommended for large families that sound like a thundering herd stampeding thru house.

## MASTER CONTROL PANEL

This is a somewhat elaborate and expensive item, but well worth it for those who want to save up to 50% more time. As Commercial Break comes on, viewer presses appropriate button. By the time he arrives at his destination, things are ready and waiting, eliminating much wasted effort. A custom-made hook-up can be designed for individual needs.



SPLIT-COMS DEPT.

With longtime hit *Friends* going off the air soon (and *Who Wants to Marry My Dad?* not exactly a worthy replacement), it's no wonder NBC signed up Matt LeBlanc for a spinoff series based on his Joey Tribbiani character. And since the other five *Friends* cast members' movies haven't held up well compared to, say, *Gigli*, we're pretty sure they'll quickly come crawling back to the Peacock network too! Which is why you should brace yourself for...

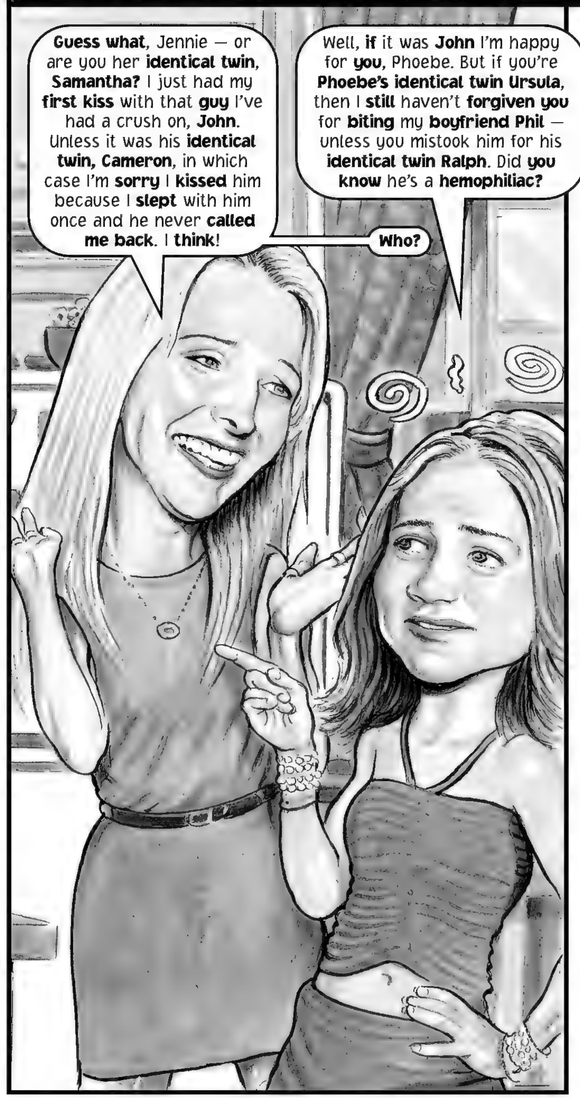
# MORE RIDICULOUS FRIENDS SPINOFFS WE'RE SURE TO SEE...

## LAW & ORDER
### CHANDLER BING UNIT

NBC has finally figured out the key to ratings success: just slap the name *Law & Order* in front of a show! This latest version finds Chandler Bing, long dissatisfied with his job as a data processor, joining the force and quickly rising through the ranks due to a "wacky" clerical error. In the series pilot, Sergeant Bing finally cracks down on former neighbor and lewd pervert Ugly Naked Guy. Bruce Willis guest stars as a narcoleptic loose cannon cop with a vaguely Spanish accent.

## PHOEBE OR NOT PHOEBE?

Lisa Kudrow reprises her role as the loveably flaky masseuse, Phoebe. Or does she? That's the question you'll be asking during this unabashedly gimmicky sitcom in which viewers don't know until the end of each episode — and sometimes not even then — whether they've been watching Phoebe or her identical twin sister, Ursula. All of the other characters are identical twins too, so it's never clear exactly who's saying what to whom, or why they're saying it — if in fact they are. Special guest stars include the Olsen twins, *Antiques Roadshow*'s Keno brothers and NFL stars Tiki and Rhonde Barber.




## ★MONICA'S MESS★

Determined to take an active role in the war on terrorism, Monica enlists in the army and is shipped to Iraq, where she's assigned to the finest mess hall in downtown Tikrit. She soon concocts delicious baba ganoush and falafel. But daily sandstorms and ubiquitous camel droppings cause neat freak Monica to sink into depression and embark on an ill-advised shish kebob binge. A visit from ex-boyfriend Richard (Tom Selleck) starts to cheer her up – until his bushy mustache gets him mistaken for Saddam and he's shot to death.

## Snoop Rossy Ross & His Frizz-ends

Finally responding to a decade of criticism that *Friends* rarely featured any black characters, NBC has created this "hip-hop" spinoff which finds David Schwimmer's Ross moving to Harlem and declaring himself "the funk doctor of paleontology." Now, Dr. Geller (aka Snoop Rossy Ross) not only works with bones, he smokes them. Snoop Ross rolls with a brand new posse of "frizz-ends," but keeps it real by giving shout-outs to his homies Chandler Bling-Bling and Phoebizzle Buffizzle. Co-starring Bone Crusher as rival West Coast paleontologist Dr. Mo Cheddah.

## The Tom and Rachel Green Show

When Rachel helps MTV personality Tom Green pull off a pashmina-related prank on her boss Ralph Lauren, he offers her a co-hosting gig. The duo's new show is a hit thanks to stunts like Rachel forcing her baby to breast-feed from a cow's udder, and Tom tricking Gunther into drinking coffee he brewed using Emma's soiled diaper as a filter. In a very special episode, Rachel accidentally runs over Ross's old pet Marcel while pretending to lose control of a Segway scooter in Central Perk. After Tom taunts her with the roadkill, she cleverly proposes a new "Dead Monkey Boa" to Ralph Lauren, and the two become filthy rich!

WRITER **GREG LEITMAN** ARTIST **DREW FRIEDMAN**

OY FEY! DEPT.

Wanna see a sitcom about the backstage goings on of an *SNL*-type comedy show starring some former *SNL* performers? Didn't think so! Here it is anyway...

# 30 CROCK

WRITER **ARNIE KOGEN**
ARTIST **TOM RICHMOND**

Here are my **contract demands** for this week: I want a **jet**, I want the artist **Bow Wow** to **shave** me, I want all **soccer moms** to be **deported** to **Sweden**, I want to **dance** the **funky chicken** with **Hannah Montana**, I want **lettuce** to be **18 cents a pound!**

Then **who's** going to **host** the show — **you?**

That's **insane!** I **won't** meet your **demands!**

You can have **everything** except the **lettuce!**

Our **ratings** are down! We need **ideas** from this room!

**Big Foot** goes on **Facebook!**

**Superman** and **Batman** together on **Brokeback Mountain!**

**Issac Newton travels** through **time** to **2008.** An **Apple computer** lands on his **head!**

Hmm...maybe we should try getting our **ideas** from a **room** that doesn't have a **carbon monoxide leak!**

I'm **very busy** today, **LemonPledge!** I have an **all-liquid lunch meeting** and I have to take **inventory** of my **cufflinks!** Tell me quickly, how's this week's **TV show within a show** doing?

Honestly, the sketches **suck!**

And **what** do we **do** when the **material** is **weak?**

We **rewrite** the **sketches** and make them **funnier?**

**Wrong!** We mix **"fiction"** with **"reality"**! We slyly add a **wink** of **self awareness** and **hint** at **hipness!**

What the **heck** are you **talking** about?

Do I have to **spell it out** for you, **LemonPledge!?!** Bring in **celebrity cameos** — and **fast!**

If the **cameo** is **famous** enough the **audience** won't even **notice** we've got **sucky material!**

We were **lucky** in **past seasons!** We had **Seinfeld, Whoopi Goldberg, Al Gore** and **Conan O'Brien!**

**Who's** booked **this season?**

We have **offers** out to **Sanjaya** and **Dog the Bounty Hunter!** And **Star Jones** turned us **down!**

We're in **deep ca ca!** Make the **sketches funnier!**

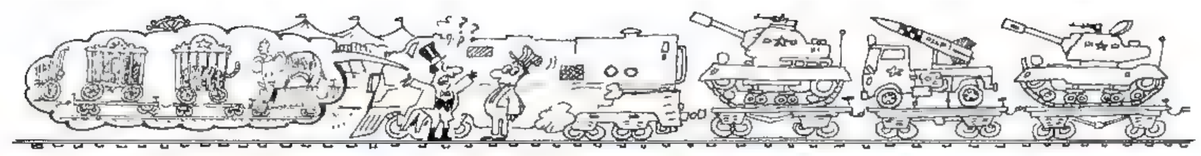
WILL WRITE PRETENTIOUS TALKY DRAMAS FOR FOOD

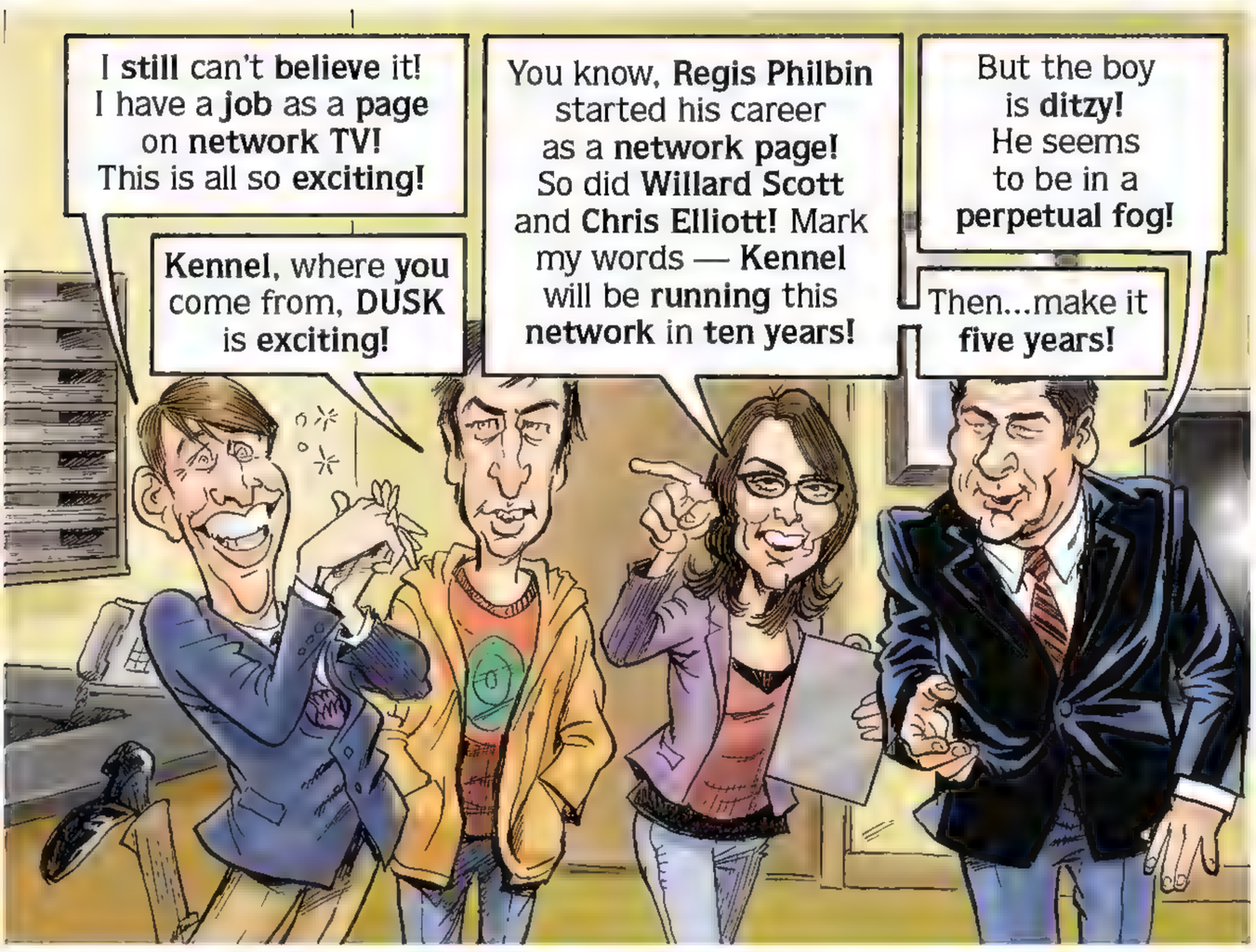
Let's face it. You're a **"suit"** — **Executive VP of East Coast TV and Microwave Oven Programming!** What do **you** really know about **programming** and **creative comedy?**

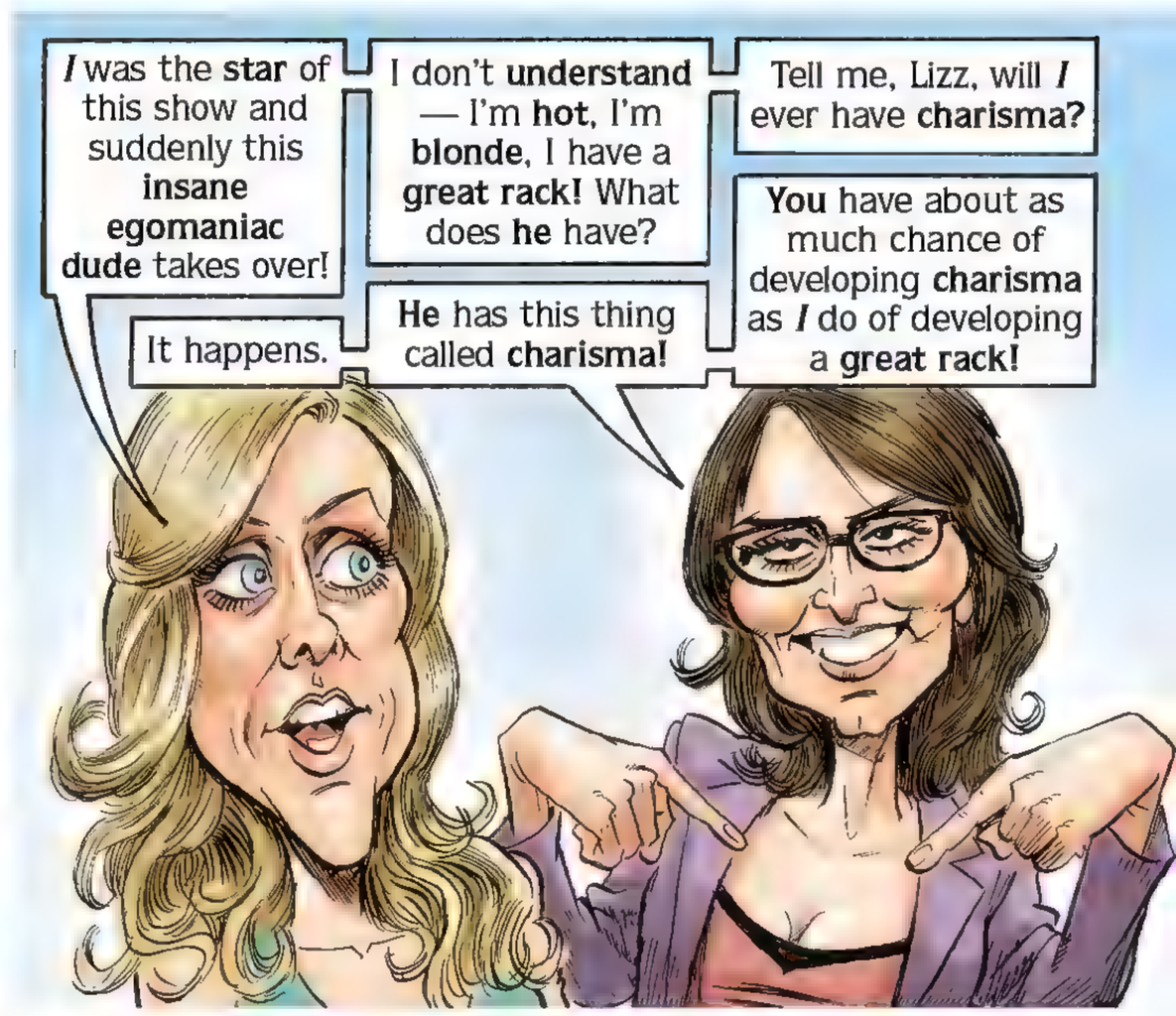
**TV** is like an **oven!** I know what's **"well done"**! I know what's **"rare"**!

And what's your **take** on our **show?**

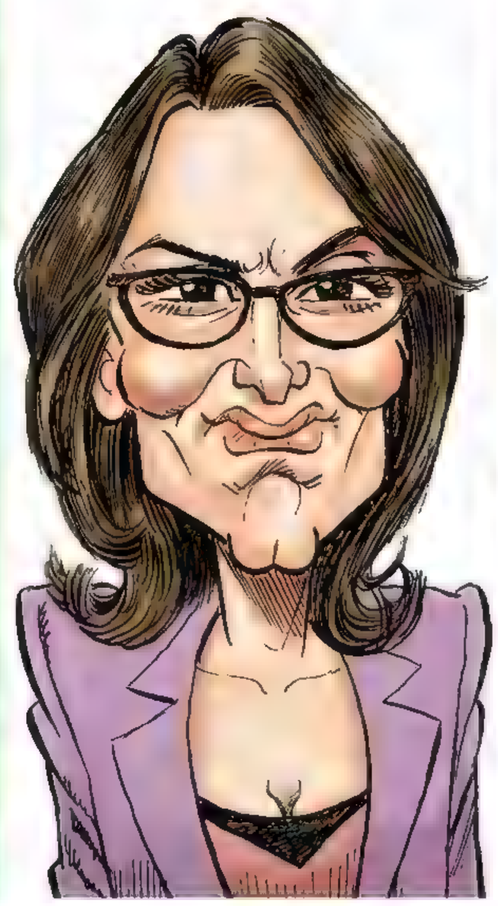
It makes me want to put my ***head*** in an **oven!**

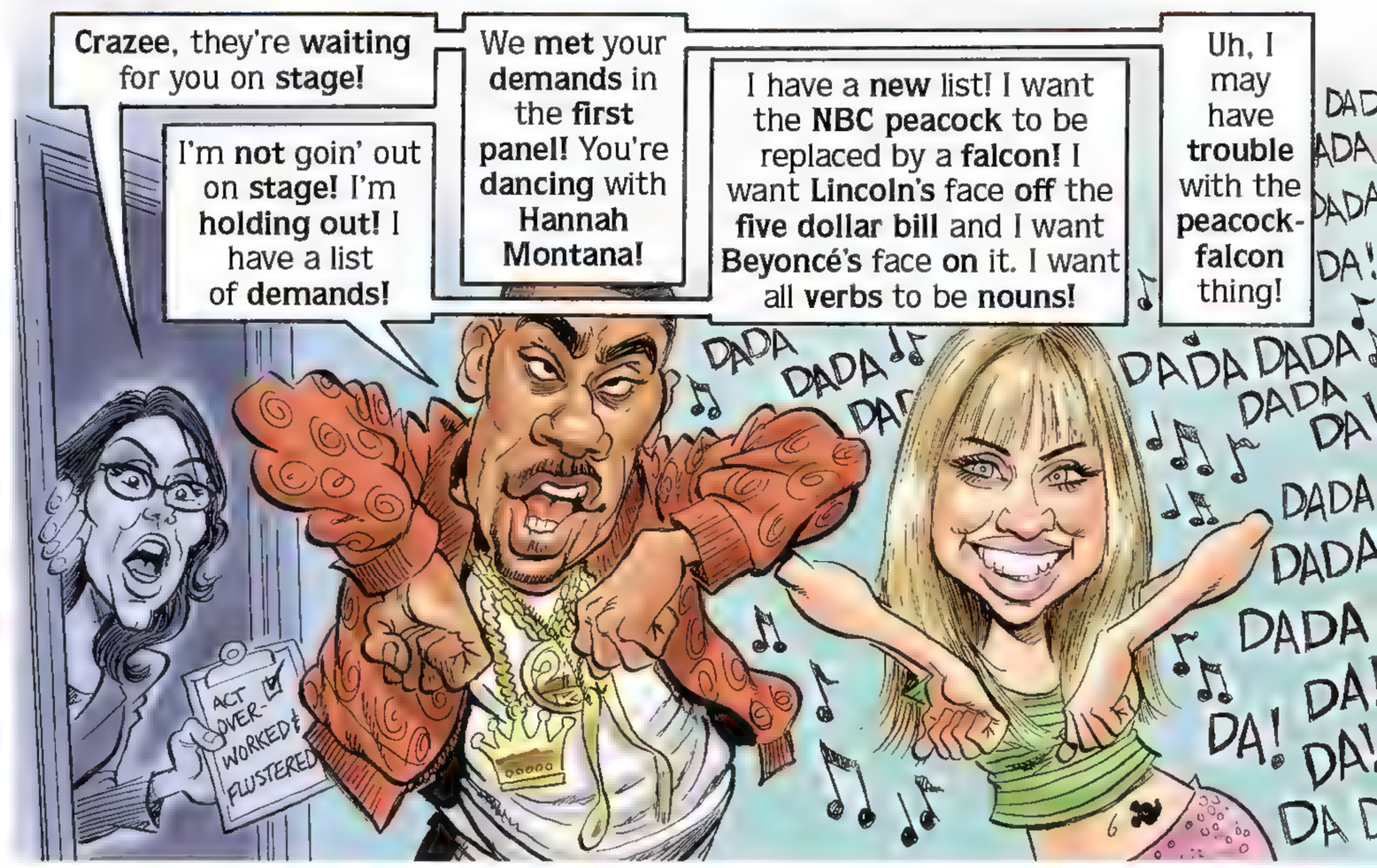


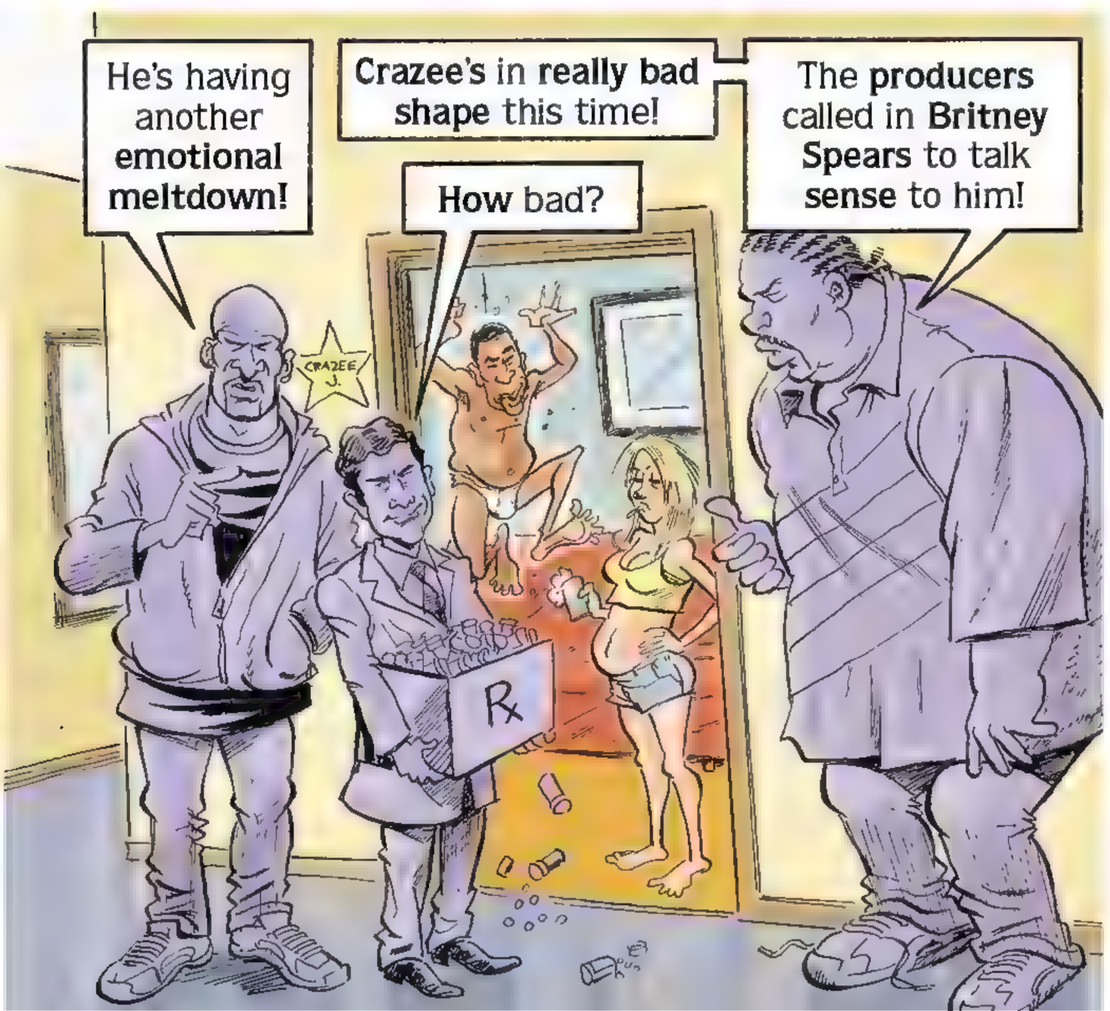

I still can't believe it! I have a job as a page on network TV! This is all so exciting!
Kennel, where you come from, DUSK is exciting!
You know, Regis Philbin started his career as a network page! So did Willard Scott and Chris Elliott! Mark my words — Kennel will be running this network in ten years!
But the boy is ditzy! He seems to be in a perpetual fog!
Then...make it five years!

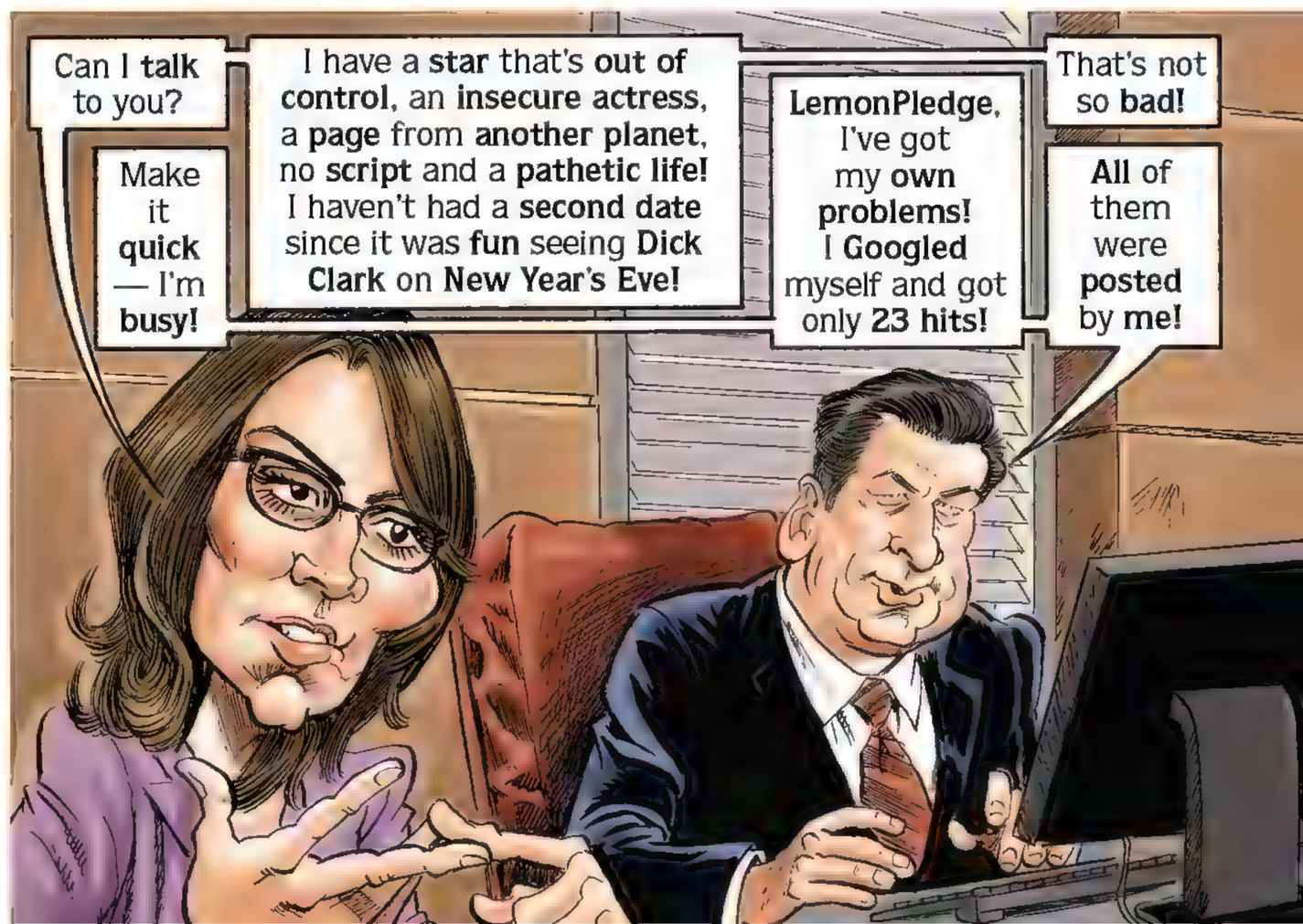

I was the star of this show and suddenly this insane egomaniac dude takes over!
It happens.
I don't understand — I'm hot, I'm blonde, I have a great rack! What does he have?
He has this thing called charisma!
Tell me, Lizz, will I ever have charisma?
You have about as much chance of developing charisma as I do of developing a great rack!

I think it's time for a "face cringe"!




Crazee, they're waiting for you on stage!
I'm not goin' out on stage! I'm holding out! I have a list of demands!
We met your demands in the first panel! You're dancing with Hannah Montana!
I have a new list! I want the NBC peacock to be replaced by a falcon! I want Lincoln's face off the five dollar bill and I want Beyoncé's face on it. I want all verbs to be nouns!
Uh, I may have trouble with the peacock-falcon thing!
DADA DADA DA!
ACT OVER-WORKED! FLUSTERED


He's having another emotional meltdown!
Crazee's in really bad shape this time!
How bad?
The producers called in Britney Spears to talk sense to him!
Rx


Can I talk to you?
Make it quick — I'm busy!
I have a star that's out of control, an insecure actress, a page from another planet, no script and a pathetic life! I haven't had a second date since it was fun seeing Dick Clark on New Year's Eve!
LemonPledge, I've got my own problems! I Googled myself and got only 23 hits!
That's not so bad!
All of them were posted by me!

What's taking **six hours?**

What **sketch** are you **working** on?

We had a tough **rewrite!** Pulled an **all-nighter!**

**No** sketch! We were pitching **slogans** for Crank's **trucker hat!** Notice, on this show, his **hat** changes slogans **every scene!**

STEROID FREE
KHAN!
DUH!
REGULAR
UMMM...
SHOOT ME
I AM BRIAN FELLOWS
STATIC CLING
GEEK LOVE
US: 1 SORKIN: 0
WIGGLE ROOM
SET TO STUN
MUST PLEE TV
THAT WAS ME

Hey, this looks like another "**Boy Toy**" episode!

Every few **scripts**, to show how **pathetic** Lizz's **social life** is, she finds herself on an awkward **date** with either a **lesbian**, a **nerd**, or a **hot teenage hunk!** The series **writer** makes sure **Tina Feh** gets **lots** of **rehearsal time** with **sexy young men!**

But she, **Tina Feh**, IS the **writer** of the **series!**

**Exactly!**

I'll have the **Cobb salad** and my **companion** will have the **Chuckie Cheese Plate** and a **box** of **crayons!**

**Crisis!** The show's **ratings** are **plunging!** This is the **demographic board!** It tells **what** groups are watching your **sketch show** by **age**, **occupation** and **race!**

**Jock**, I **can't work** like that! We write what's **funny**, *not* what **appeals** to a **focus group!**

I've got your **back**, Lizz! I will **not** let them **compromise** your **artistic integrity!**

We're strong with **upscale boomers** and **affluent 18-44-year-olds!**

We're **weak** with **senior citizens**, the **Bible Belt**, **FedEx drivers** and **illegals** with cable!

**Neurotic single women** in **inner cities** ***love*** our show!

**Poultry farmers**, **crop dusters** and **divorced dry cleaners** ***hate*** our show!

That's so **funny!** I was just telling **LemonPledge** here that they need to do a **sketch** about a **divorced dry cleaner** in the **Bible Belt** who **dates** an **illegal** and they **settle down** on a **poultry ranch!**

**That's it!** I **quit!**

You **can't quit** the show, **Lizz LemonPledge!** That's **insane! Somebody's** gotta talk some **sense** into you!

And **who's** that going to **be**, **Crazee**, ***you?***

Look at the **big picture!** Our **careers** are **cookin'**, man! Okay. Sure. We're not as **powerful** as **Adam Sandler**, **Will Ferrell** or **Mike Myers** but **hotter** than **Cheri Oteri**, **Chris Kattan** or **Jim Breuer!** We're doin' **okay**, **Lizz LemonPledge!** We gotta **good thing** here, man!

CAMEO

**Wow!** That's the **clarity** I **needed** in my **life! Thank you**, Crazee! I'm **staying** on the **show!**

Okay, here are my ***new* demands!** I want an **80-foot boat**, Every **week** I want **gold bullion** poured in my **pants**, I want **Earl** of ***My Name is Earl*** to change his name to **Latisha!** I want —

**Face cringe! Face cringe!**

# LETTERS!

## WINE ABOUT IT

**I have read MAD from your beginning,** and almost since my beginning (I'm 73). To keep reading it, I need a renewal on my subscription. I remember many years ago, the one and only MAD subscriber in Puerto Rico wasn't renewing, and Mr. Gaines took the Usual Gang of Idiots to Puerto Rico to beg him to renew. That was amazing (and smart PR!). **So to honor my approximate 65 years of torment by your rag,** how about you come to my home and we renew my subscription in person? I will provide the celebratory California Zinfandel.

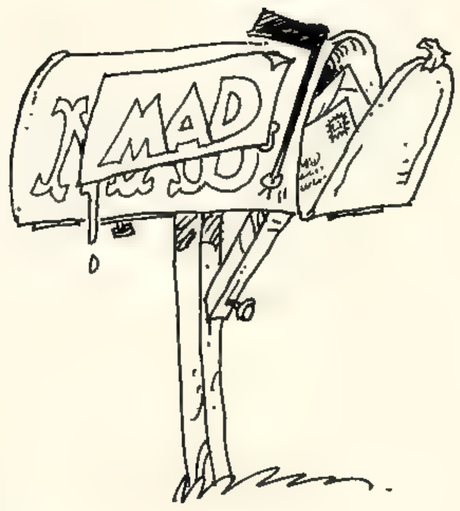
**Dr. Jeff Idelson**
Walnut Creek, CA

**Genial Jeff,**
We're outside! Please let us in. The trip from Burbank was long and harrowing. There was no Zinfandel for miles (so much for California being wine country!). Maybe you took it all? Regardless, we need yours—and your subscription. See you inside! —**The Editors**

## MOTAUR MOUTH

Sirs, I'm writing to give you two ideas for covers. One would be a fool (Alfred) who vapes, even though it has been causing severe lung problems and death. The other would be of Alfred drawn as a **"Motaur," the half-man, half-motorcycle who is in many commercials.** In one ad, he's shown drinking gas. How can the man part tolerate drinking gas? **Does he excrete through the tailpipe?** If he falls over, how does he lift himself upright? Keep up the good work with your magazine.

Sincerely,
**Tom Robbins**
Spruce Pine, NC



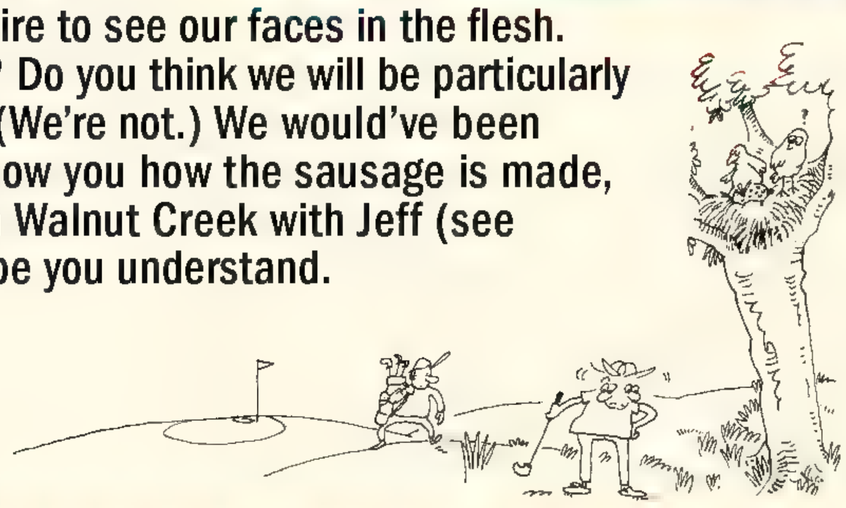

**Intolerant Tom,**
You lost us at "Sirs"! We're a team of women, plus one (read: SINGULAR) man named Bern. "Sirs" does not compute. Perhaps our last response misled you to think the MAD office is a sausage factory? And we couldn't follow any of that "Motaur" thing. Sorry.

## IN THE BANK

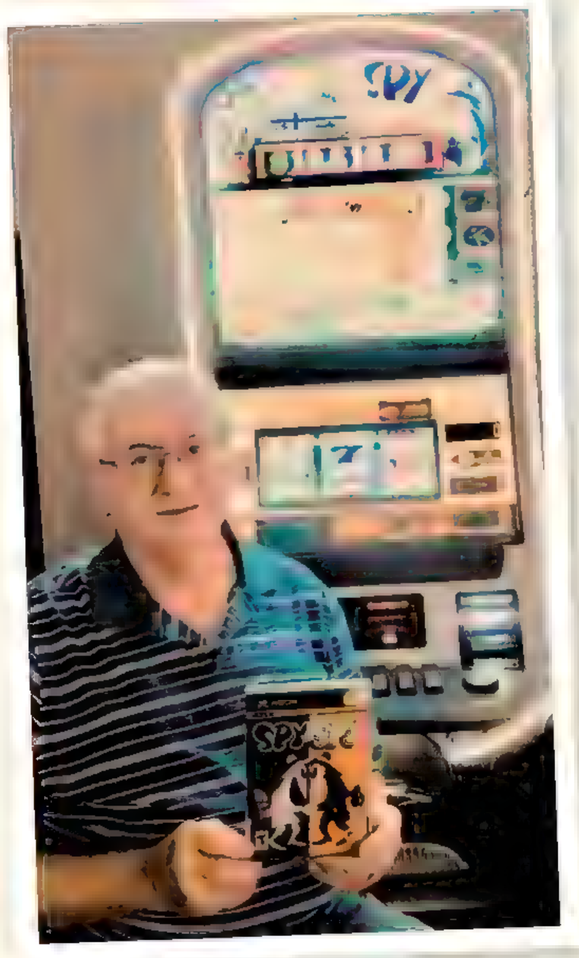
I have been reading your mag since I was six years old. My six-year-old son, **Spencer, is learning to read with MAD.** We live down the street from your Burbank headquarters. Could we come by for a tour? We would both cherish the opportunity.

Sincerely,
**Jason Insalaco**
Toluca Lake, CA

**Adjacent Jason,**
We had no idea our readers desire to see our faces in the flesh. Why is this? Do you think we will be particularly attractive? (We're not.) We would've been happy to show you how the sausage is made, but we're in Walnut Creek with Jeff (see above). Hope you understand.



## HOT SLOT!




**I have read MAD since the 1950s** (when comics were ruining young minds). Now at my age, I sometimes need therapy (casino), but insurance won't pay for it. The Spy vs. Spy slots were at one time in a high-traffic area. In this photo, I'm holding my grandson's Spy vs. Spy Xbox toy, and my "toy" is behind me! I asked my wife, "What if someone recognizes my photo in the magazine?" and she replied, **"I doubt it."**

Thank you for years of MAD,
**Lynn Boyd**
Fort Worth, TX

**Gamb-Lynn,**
We go to therapy, too. A LOT of therapy. In fact, now that we're sufficiently smashed on Zinfandel, we figure it's a good time to get on our Motaur and head out for a session. That's when we have our *real* self-discoveries. C'mon, baby! Mama needs a new breakthrough!

## KNOCK IT OFF

While binge-watching *Young Sheldon*, I spotted Sheldon in a comic book store with four issues of MAD behind him. He's supposed to be a young genius, **but that wouldn't last long if he read those MADs!** If Sheldon can make a fool of himself, then so can I, so I posed in a similar store with the same four issues to re-create the shame. The episode was set in 1989, and two of the MADs were indeed from 1989. The other two were from 1965 and 1972, which makes sense—nobody would buy such trash, so those issues sat there, unsold, for decades.

**Neil Cuadra**
Los Angeles, CA

**Noxious Neil,**
It doesn't take a genius to see you're trying to lure us to your home with a subscription form. You're using the classic abuse tactic of cutting us down to draw us in. Well, it won't work! We've just finished a therapy session and have a renewed sense of self-worth. What, me worthy—that's our new motto. As long as we can lay off the Zinfandel, we're confident we can fill our fanbase with folks who build us up instead of tear us down!

## COME BACK, KID!

I just read MAD No. 9, October '19. My opinion: **HORRIBLE!** Wow, what has happened to the magazine? Not that you will miss just one purchaser, but that issue is my last. Sigh.

**Lew Reed**
Via email

**Lew-d and Rude,**
We're outside! Please let us in. We've come to persuade you to fill out a subscription form. We know you said you're over us, but we're drunk and had a good cry, so we're feeling inappropriately optimistic!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WHAT'S THE MOST SICKENING THING ON TV TODAY?

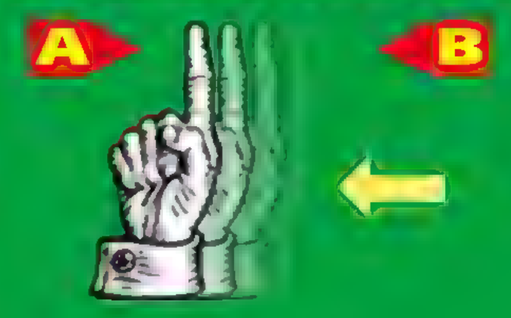
A▶

## HERE WE GO WITH ANOTHER CLASSIC

# MAD FOLD-IN

Television today has something to offend everyone. But there's one particular thing on TV that is really disgusting. To find out what it is, fold in the page as shown.

SWIPE FROM B TO A TO FOLD

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A▶ WRITER & ARTIST AL JAFFEE ◀B

Jaffee

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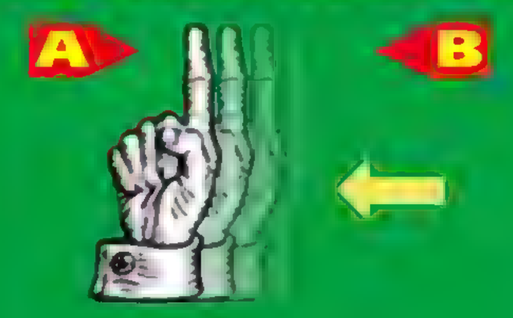


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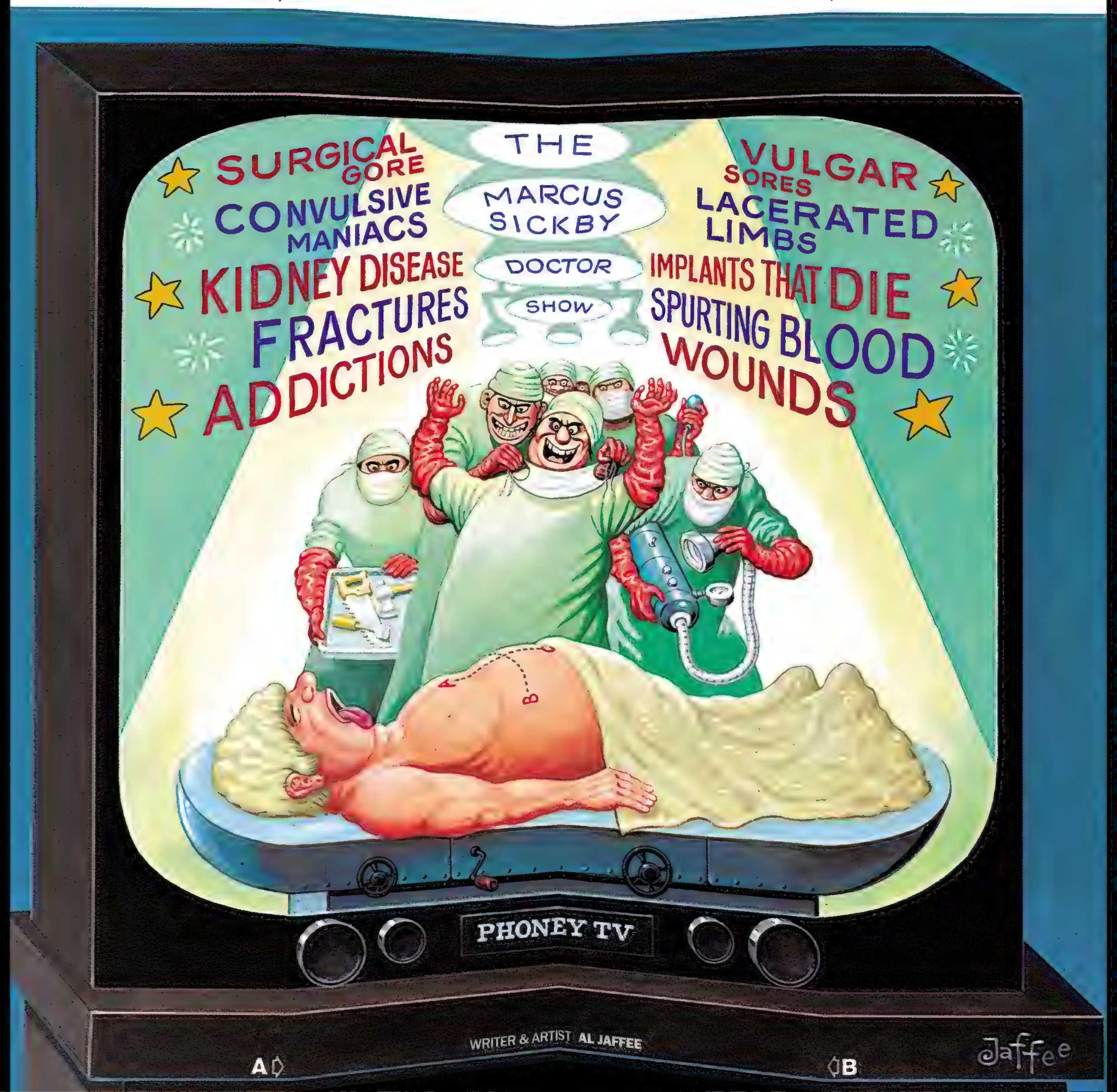

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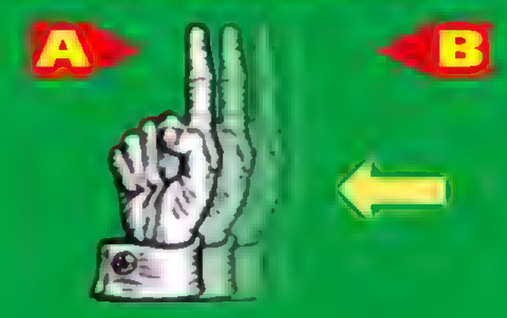


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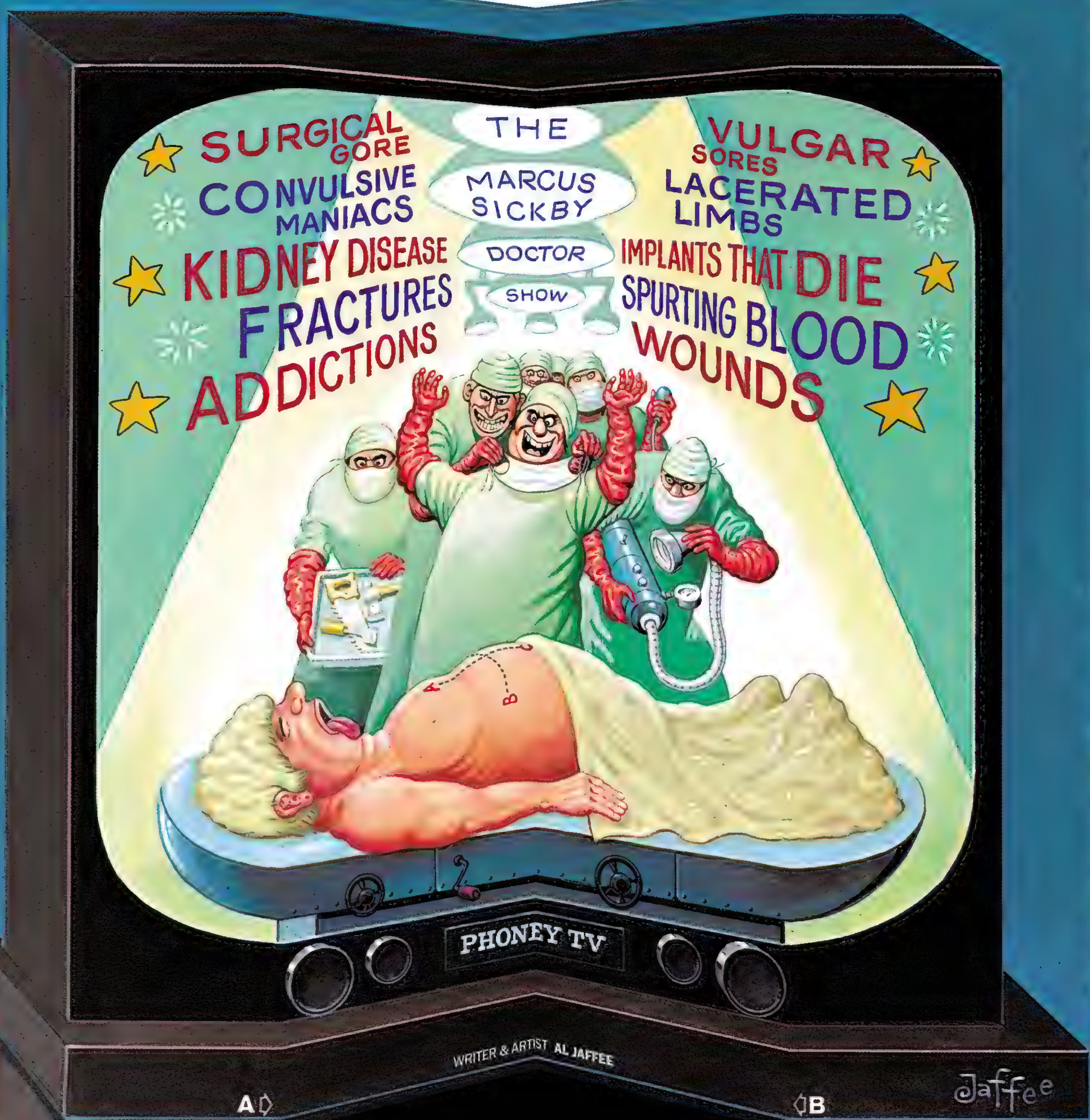


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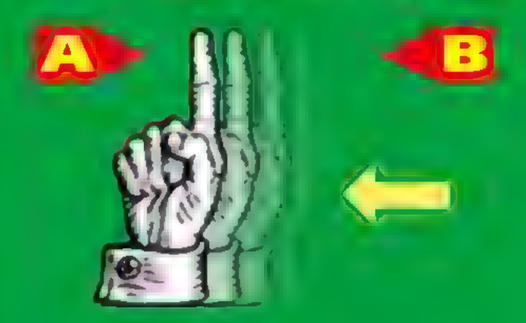


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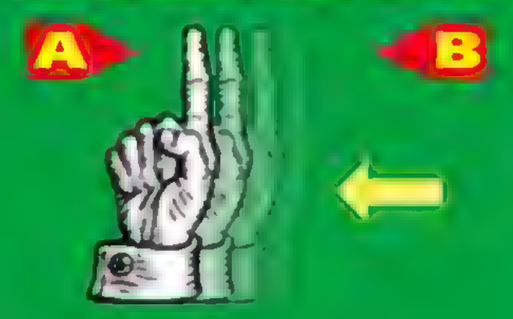


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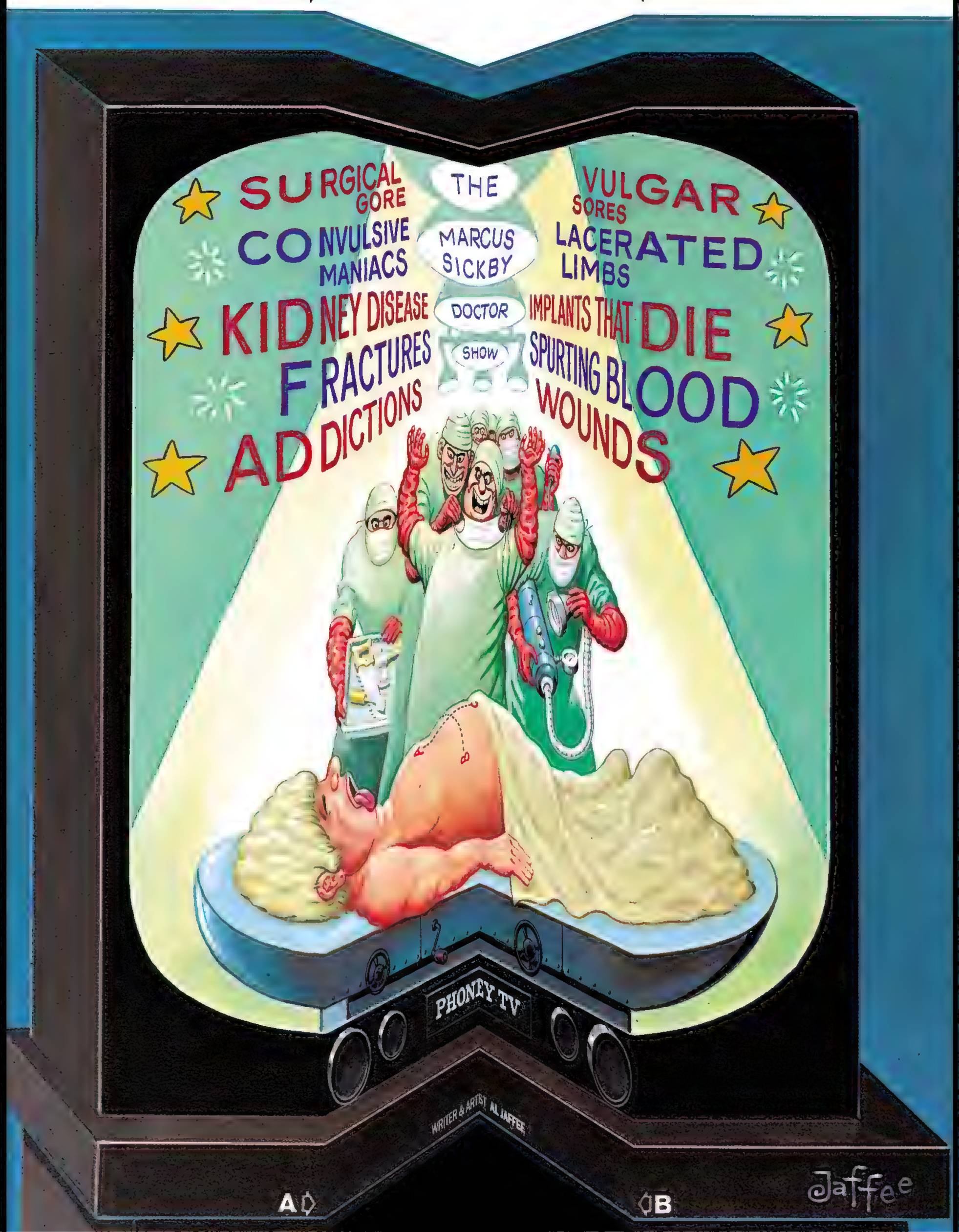


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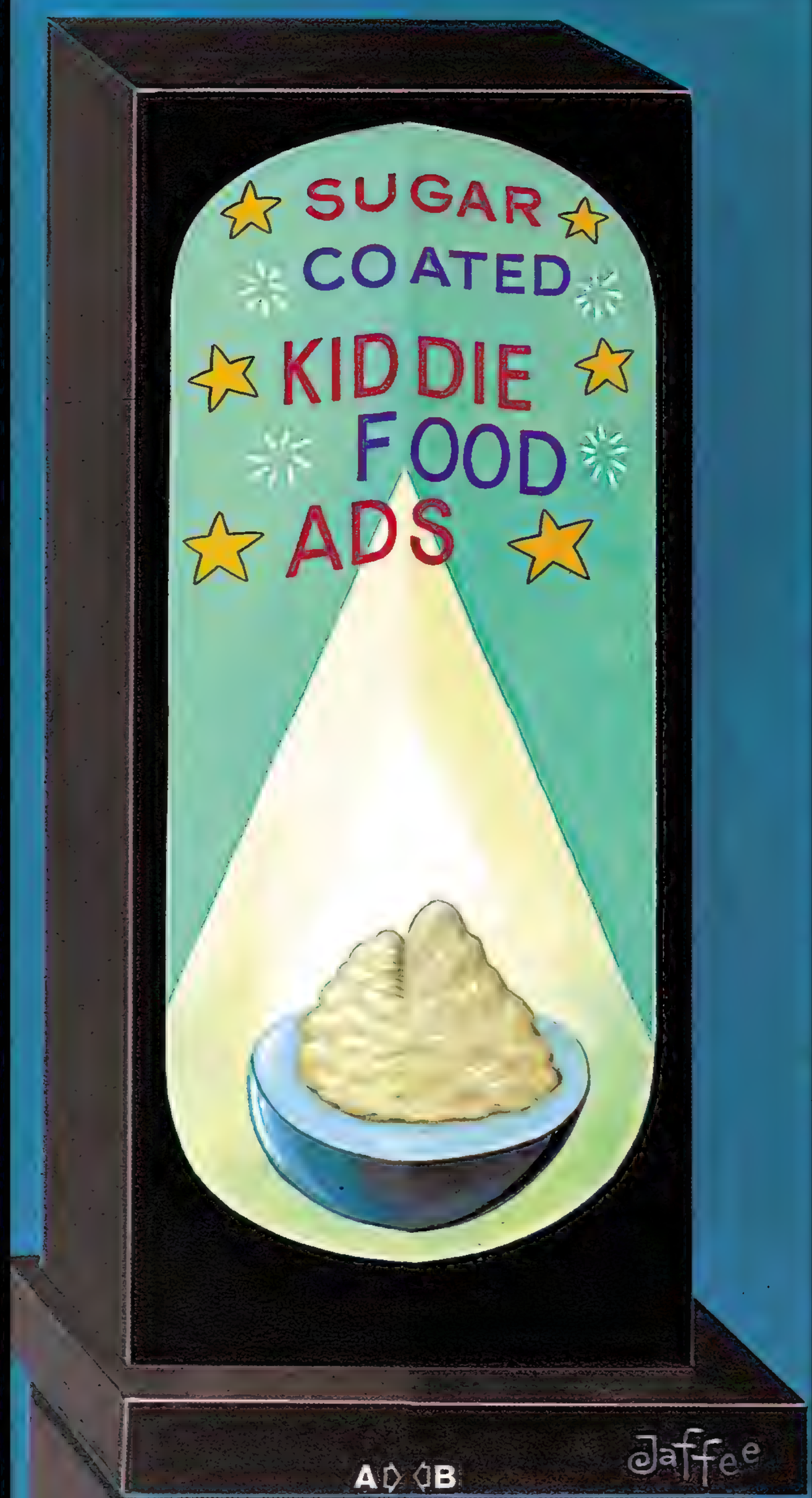
WHAT'S THE MOST SICKENING THING ON TV TODAY?

SWIPE FROM B TO A TO FOLD

A⟩⟨B



# See the difference Color TV makes . . .

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er—uh—hmmm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, f'rinstance. In black-and-white, it's pretty tame. But, in Color, you actually see every gashed ey — *er* — every stream of bl — *uh* — every ripped and torn — *ahem!*

How about an old movie? In Color, every scene is captured in the sharp contrast of the original black-and-white film — *ulp!*

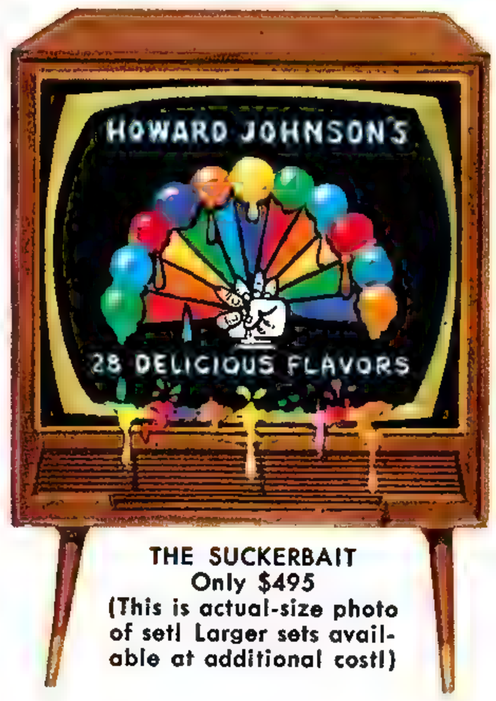
Well, the weather map comes up real clear in Color so you can almost understand it!

**RGA Victim Factory Service Contract.** Efficient service for inefficient sets. Only RGA Victim TV owners can buy an RGA Victim, Factory Service Contract. We must limit it that way! We got enough troubles keeping our own sets working without taking on the responsibility of other manufacturers' lemons!

RGA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
(NOW THAT WE SPENT ALL THAT MONEY, WE GOTTA SELL IT!)

**RGA VICTIM**

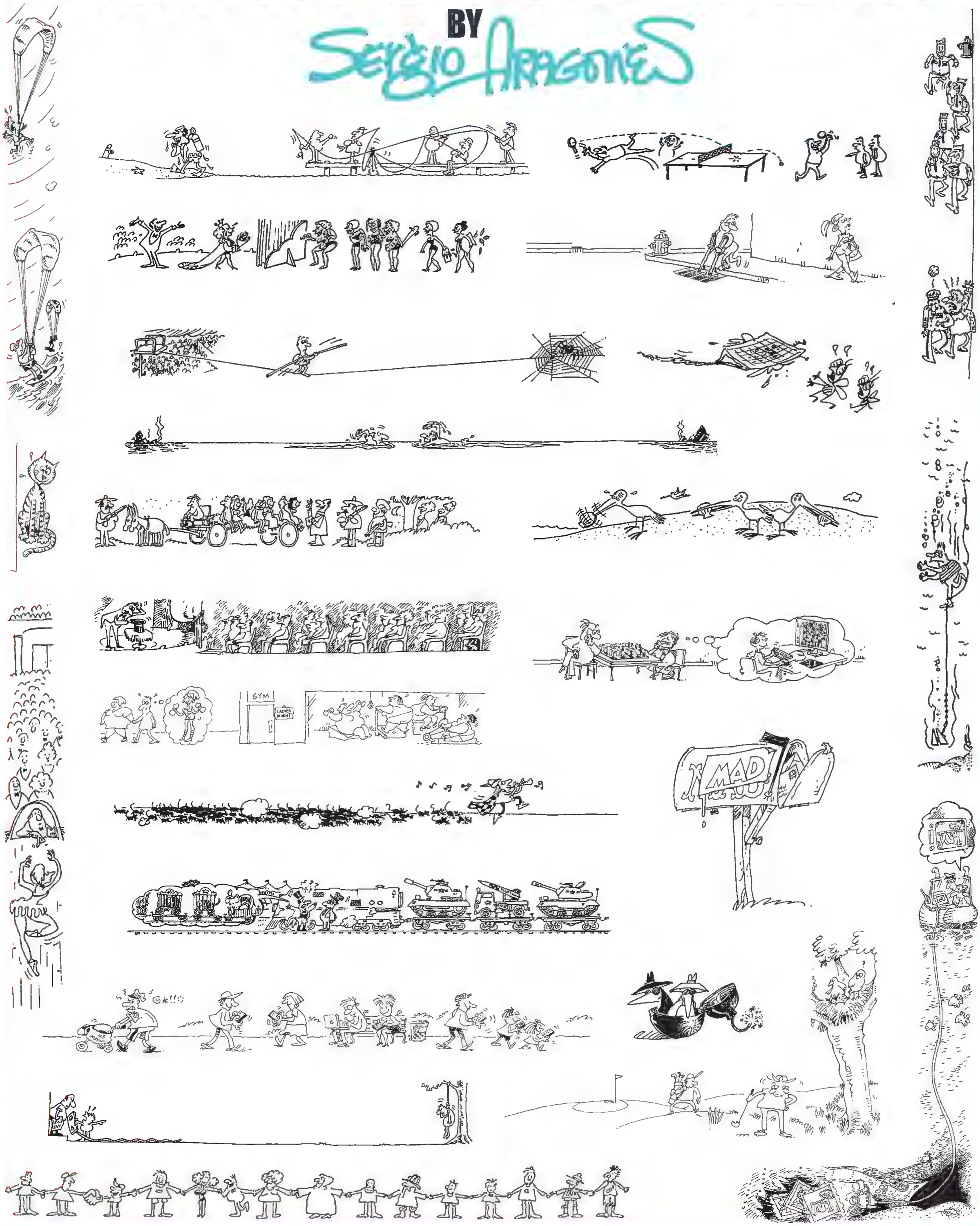
THE PRIDE OF OWNERSHIP IS SECOND ONLY TO THE EXPENSE




THE SUCKERBAIT
Only $495
(This is actual-size photo of set! Larger sets available at additional cost!)

# DRAWN OUT DRAMAS

BY Sergio Aragonés

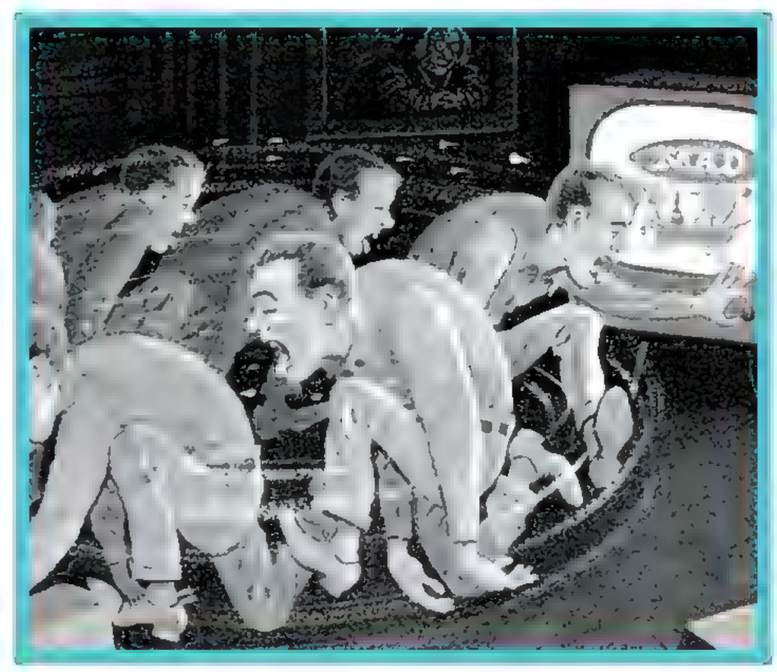


# IT'S A BIRD! IT'S A PLANE! IT'S

## DIGITAL EDITION

# BONUS MATERIAL!

Now that you've read Al Jaffee's original "MAD Plan for Beating TV Commercial Breaks," take your strategizing to the next level with his follow-up piece from 1965.



At least this bonus fold-in from 1965 has been recycled!

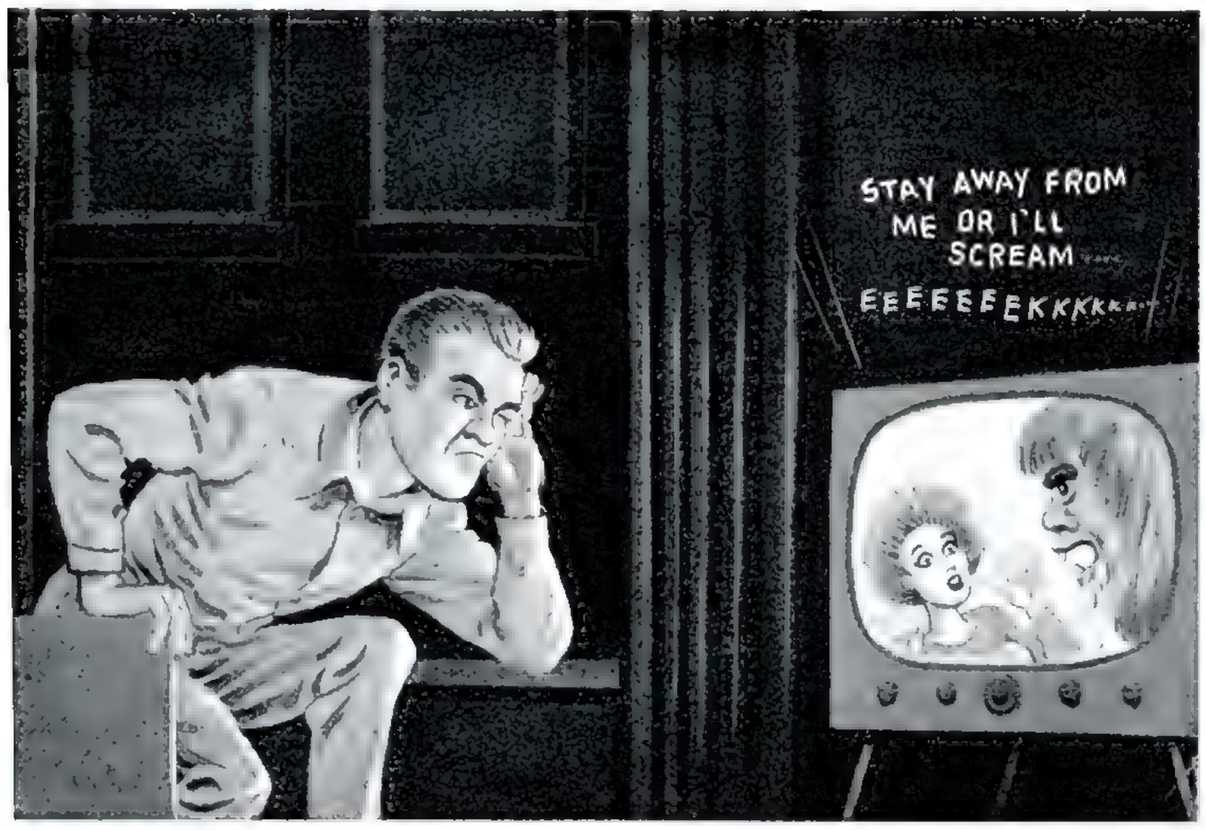
**OUT, DAMNED SPOT! DEPT.**

Some time back (MAD #81), we published "The MAD Plan For Beating TV Commercial Breaks" which offered suggestions and methods for effectively, productively and enjoyably filling the valuable time taken up by idiotic TV ads. Now, MAD offers the following article for those lazy slobs who just cannot bring themselves to leave their TV set for something constructive . . . who just sit there, enduring the pain of those ridiculous commercials. For you, MAD has created these

# TV-COMMERCIAL AIDS

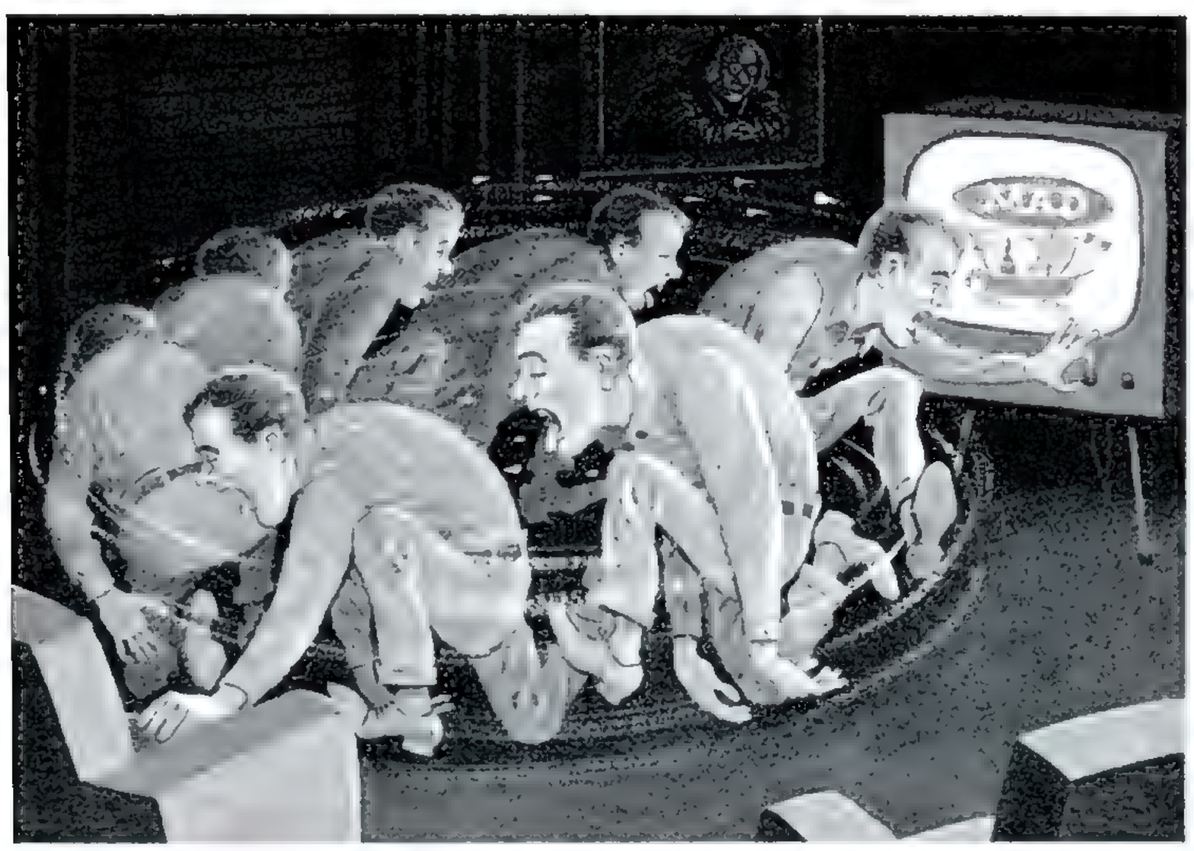
## OR, HOW TO LIVE WITH TELEVISION COMMERCIALS— AND STILL NOT GO OUT OF YOUR EVER-LOVIN' MIND

ARTIST & WRITER: AL JAFFEE

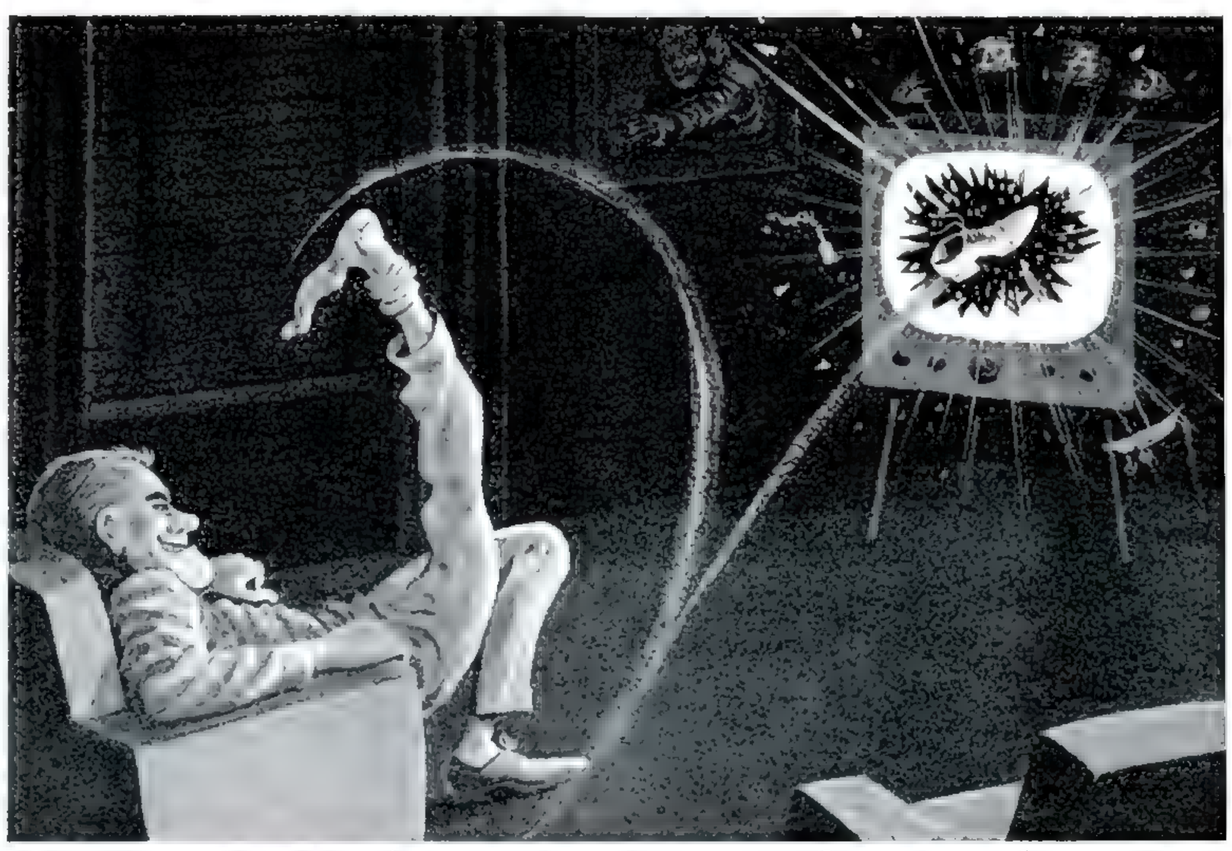



Aside from appealing to the moronic, the neurotic and the just-plain-sick, there's another irritating aspect to all TV commercials. This is especially apparent during late evening hours when the typical TV viewer is straining to catch the sound that has been purposely tuned very low so as not to disturb sleeping children or crabby neighbors.

Suddenly, the commercial comes on like a 21-gun salute—and the viewer must make a mad dash to the set in order to turn down the volume. Then he's got to stand there for three or four minutes while five or six commercials are run off and the program resumes. Only then can he dare to turn the volume up again and return wearily to his seat.

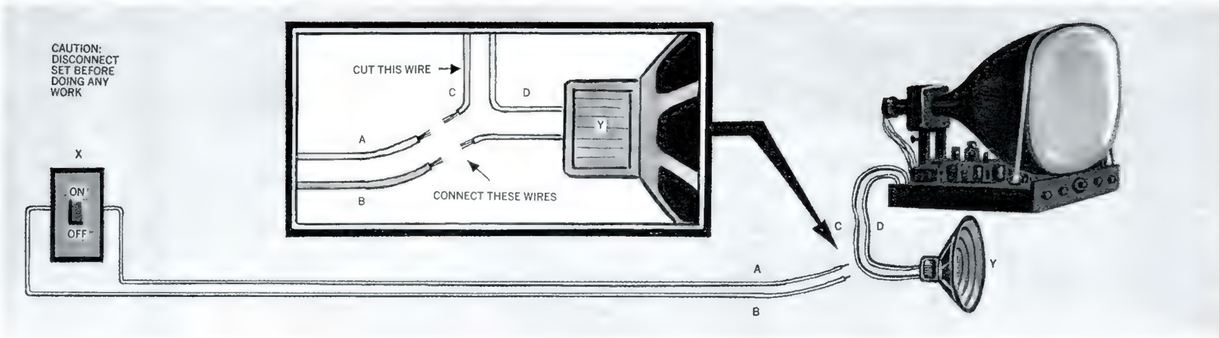


Some lucky set owners have remote control units that can turn sound down from across the room. But vast majority of viewers do not own them, and must run back and forth 20 or 30 times an hour to control commercial nuisance.



Many ingenious TV viewers, when they can no longer stand it, have spontaneously created a primitive form of remote control like the one shown above. Unfortunately, this has its limitations since it can only be used once an evening.

## A SIMPLE REMOTE SOUND-CONTROL DEVICE THAT ANYONE CAN MAKE




This is a simple Remote Control unit which any idiot can assemble and install, so ask an idiot to help you. Wires **A** and **B** lead from ordinary "On-Off" switch **X** (purchased at any hardware store) to TV set speaker **Y**. Note that TV speaker has two wires **C** and **D** which come from TV chassis. Cut one of these and connect ends of **A** and **B** to cut ends of speaker wire as shown in close-up drawing. Tape bare splices, and your Remote Control is ready for operation.

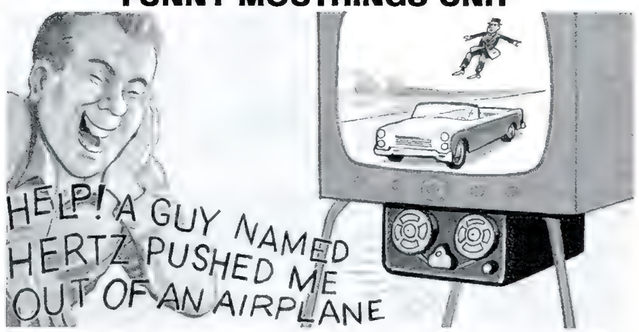
## VIEWER ENJOYING HOMEMADE "TV-COMMERCIAL SOUND-OFF" DEVICE

Imagine! Now—with this simple Remote Control Unit—just a flick of your finger and you've knocked off the sound and rendered ineffective an offensive TV commercial! And what fun it is, when you realize that you're destroying a commercial that cost a sponsor maybe $50,000 or more to produce with a switch that cost you maybe 50¢ to produce!

# ADDITIONAL COMPONENTS THAT COULD MAKE TELEVISION VIEWING ALMOST WORTHWHILE

For the really dedicated TV-Commercial hater, the simple Remote Control "Sound-Off" Unit may not be enough. So here are more sophisticated approaches to the problem. These can be assembled and installed in one or more units, depending upon how much time and money one wants to waste on this silly business. Just look how much of it has been spent already just to bring you this ridiculous article.

## FUNNY MOUTHINGS UNIT

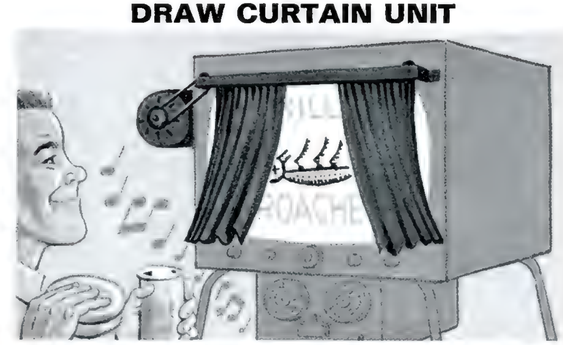



For many, a silent picture on TV may seem out of place, so this light-hearted device can be fun. It consists of pre-taped hilarious dialogue which replaces the words of the commercial announcer when his sound is knocked off, and makes his pitch even more idiotic than it actually is.

## MUSICAL INTERLUDE UNIT

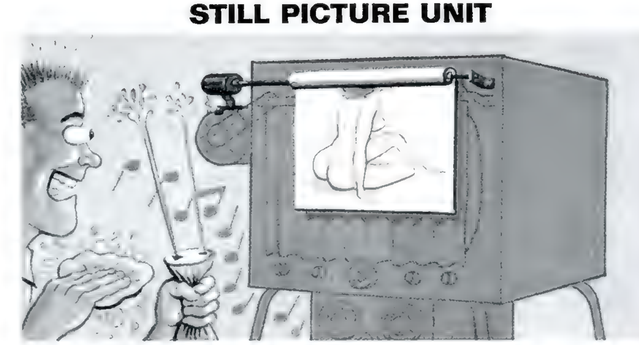
For those who may find ridiculous dialogue synchronized with a TV-commercial equally boring, this simple unit can be employed. It consists of recorded musical selections which start playing automatically when sound is knocked off. You listen to soothing melody while announcer mimes.

## DRAW CURTAIN UNIT



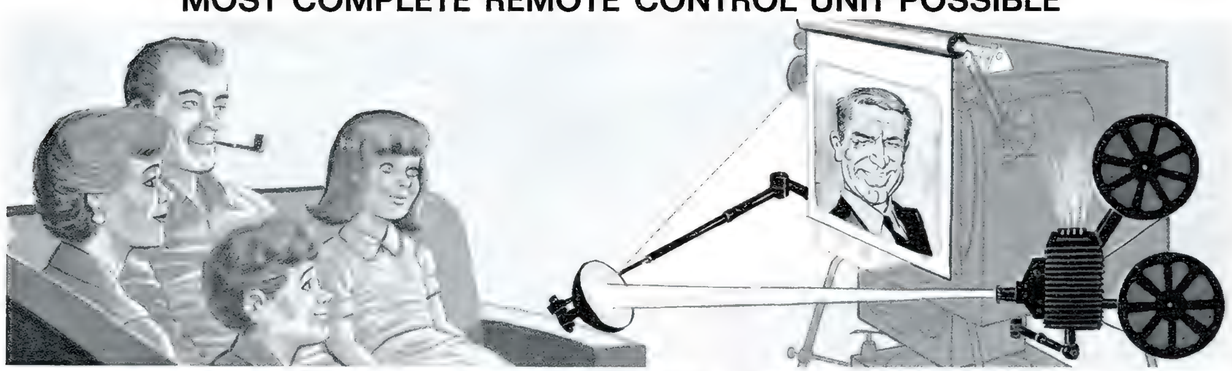
This component is designed for those viewers who prefer not to have their musical interludes marred by repugnant pictures. It automatically closes curtain over TV screen when music comes on, eliminating disgusting views of bad breath, gassy stomachs, etc., so viewer can eat a snack.

## STILL PICTURE UNIT



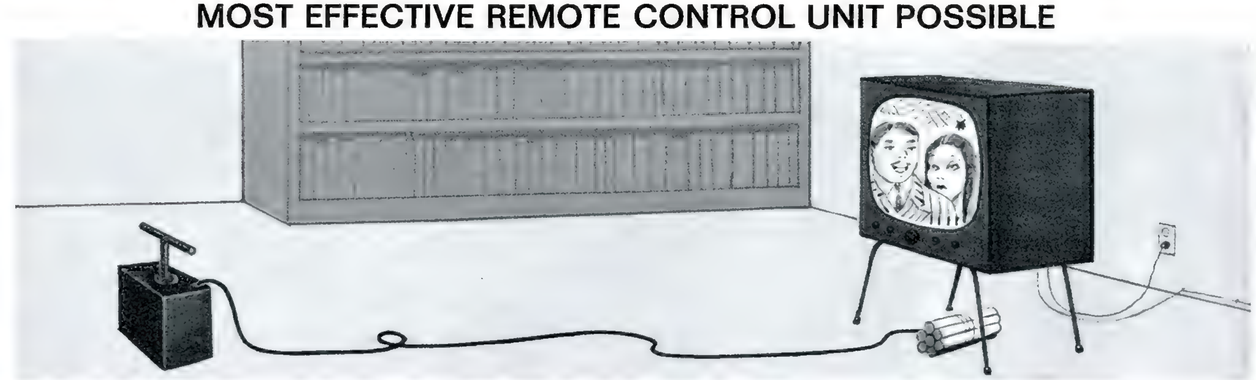
For those viewers who would not be satisfied to stare at a blank curtain while listening to a musical interlude, this component can be added. It automatically unrolls a full-color photo that is both pleasant and inspirational to look at while listening to music and eating a snack.

## MOST COMPLETE REMOTE CONTROL UNIT POSSIBLE



Since a still picture is a poor substitute for live TV, this all-in-one unit will solve every problem. A motion picture projector unit is coupled with all the others to go on when sound is knocked off. Along with pre-selected travel pictures or action shots, the viewer can employ funny mouthings, or musical accompaniment or combination of both. In fact, when TV programs themselves are bad, it provides good uninterrupted feature-length entertainment.

## MOST EFFECTIVE REMOTE CONTROL UNIT POSSIBLE

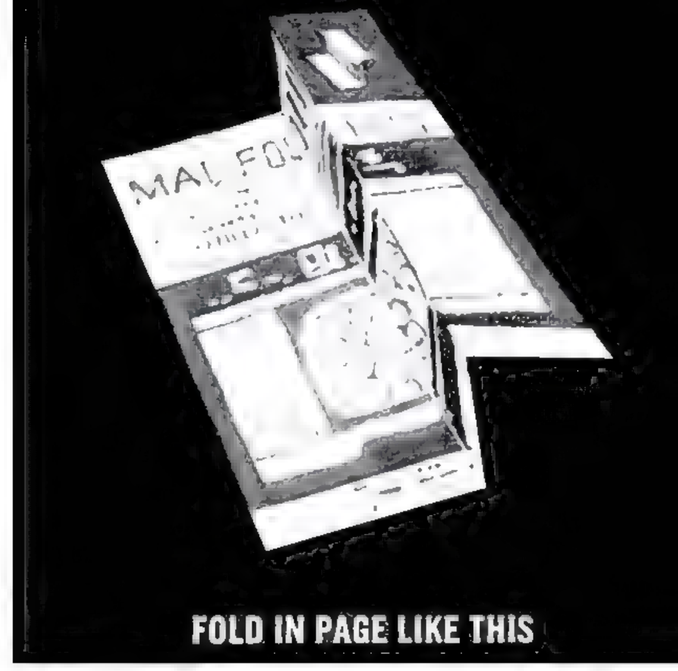


However, after carefully checking out this season's TV offerings, we've come to the conclusion that the programs are just as irritating as the commercials, and that this is the best remote control unit you can use. Now, instead of exposing yourself to television brain-rot, your mind can be elevated and nurtured by more worthwhile pursuits. Like reading, f'rinstance. And we're not talking about reading this rag, you clod! Try something constructive!

THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

# MAD FOLD-IN

Now that the 1964-65 TV season is in full swing, and we've seen all of the latest shows, it's time to pause and evaluate the new and exciting things this marvelous medium is bringing us. So fold the page as shown, and discover the answer to the question . . .

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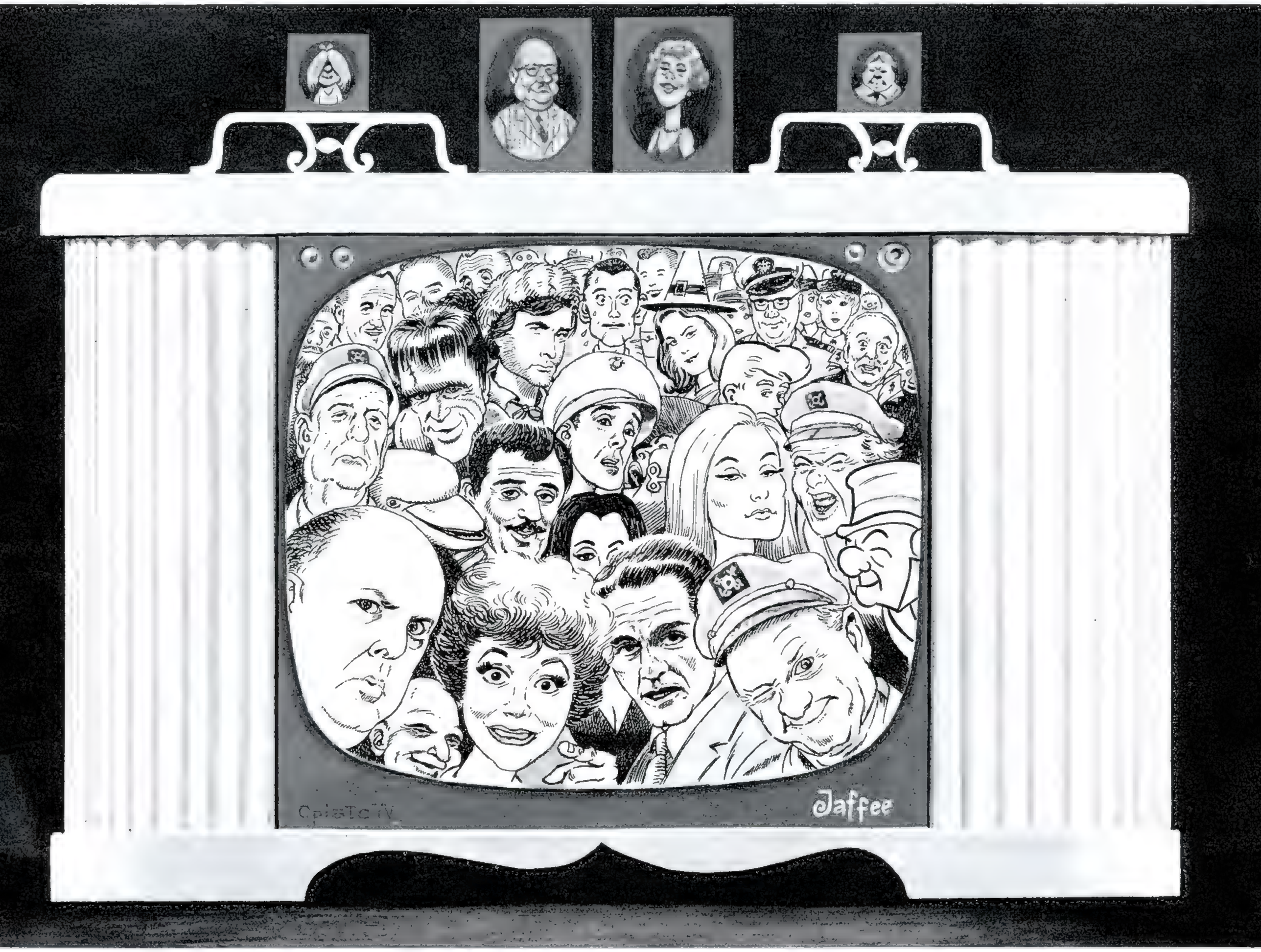


THE SAGES OF NETWORK TELEVISION PROGRAMMING HAVE COME UP WITH SOME GREAT SHOWS THIS SEASON. THEIR BOLD TRIUMPHS OF PAST YEARS ARE FAR OUTDONE BY THIS RASH OF BRILLIANT NEW TV IDEAS AND FORMATS.

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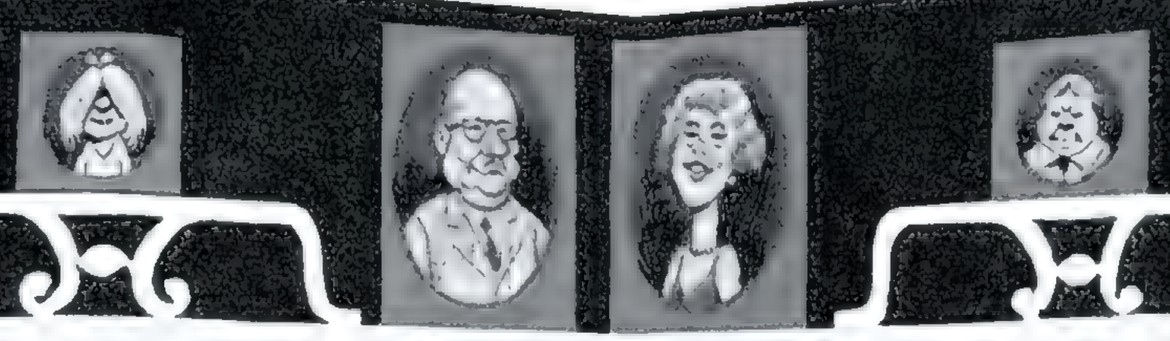

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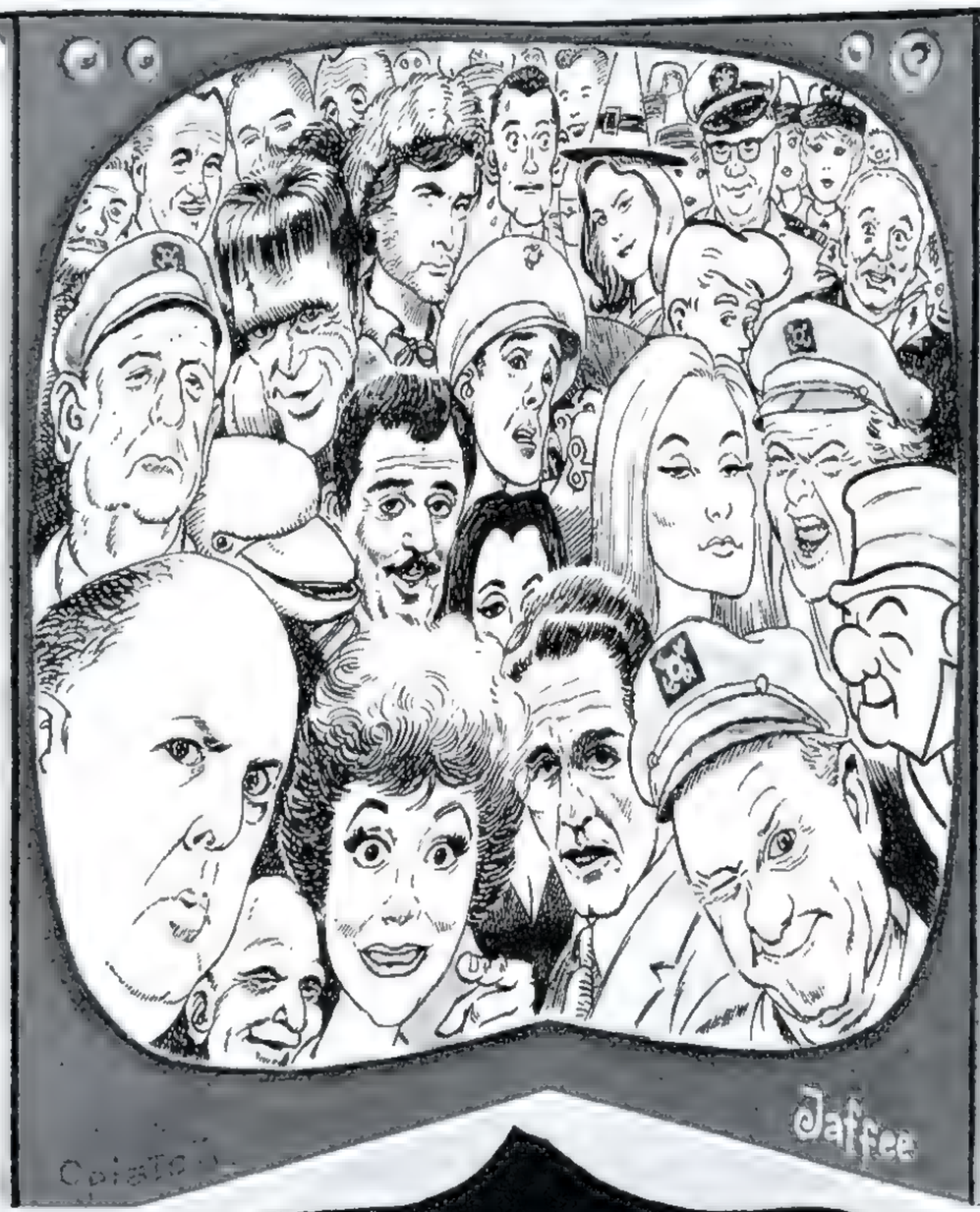


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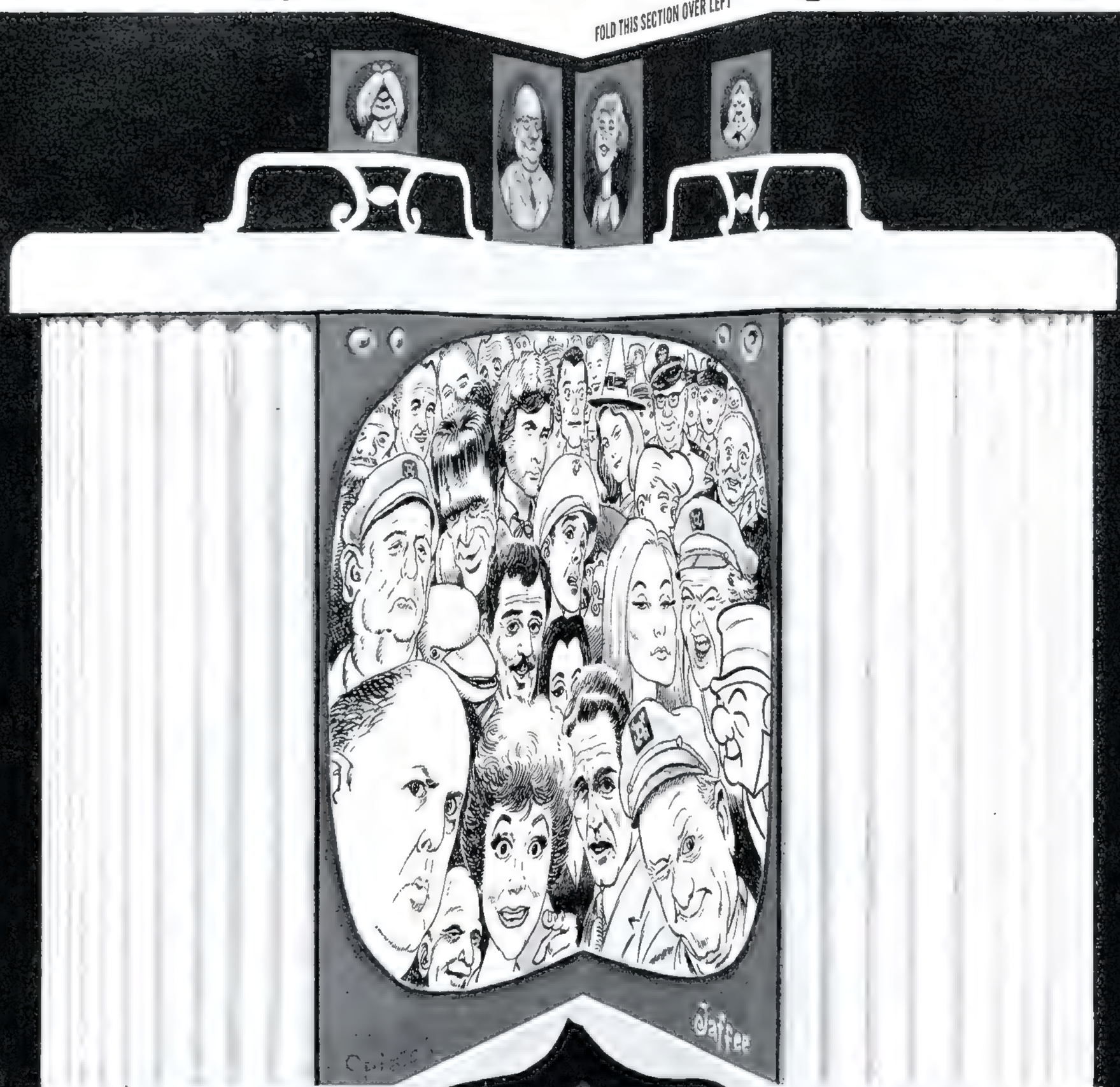


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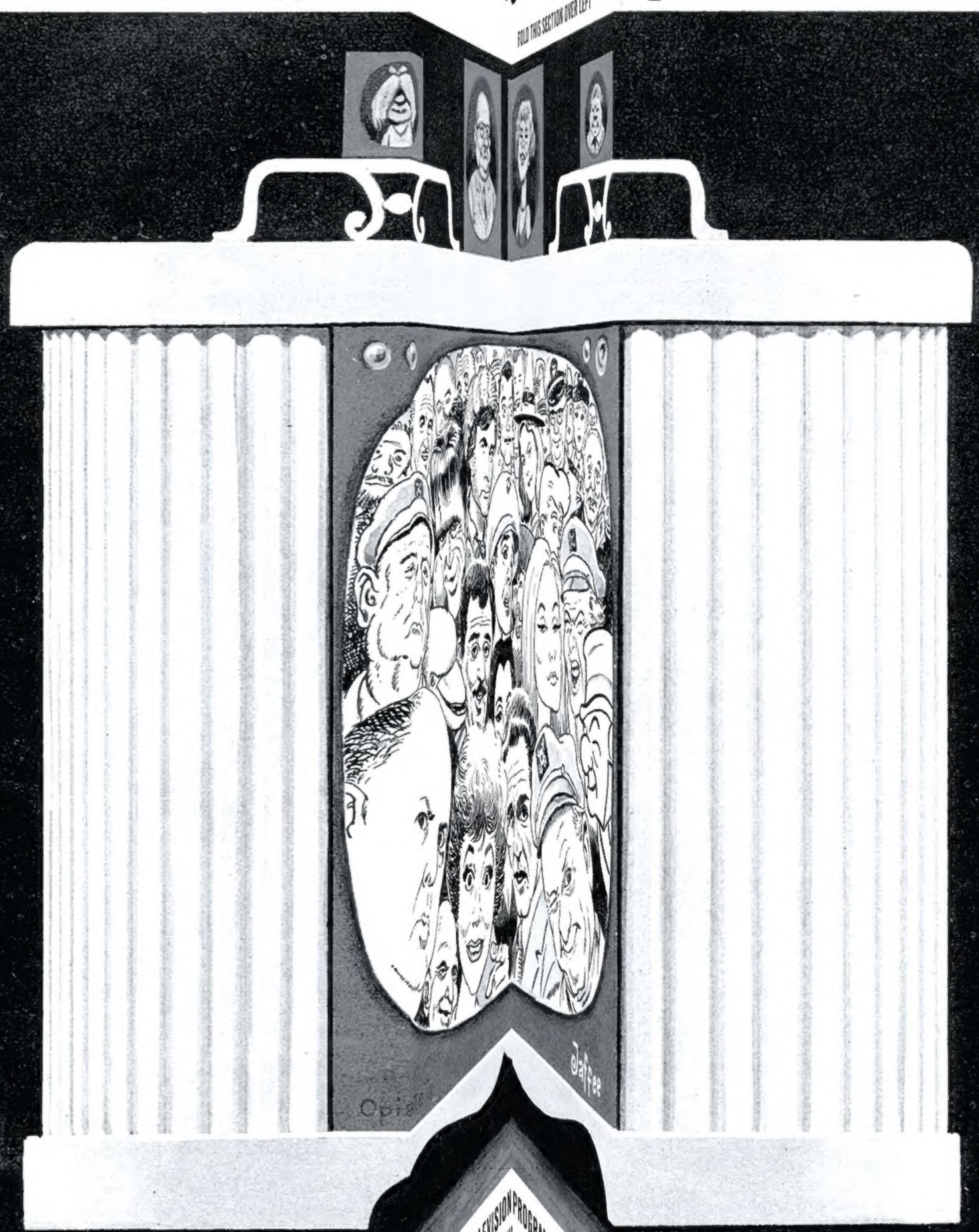

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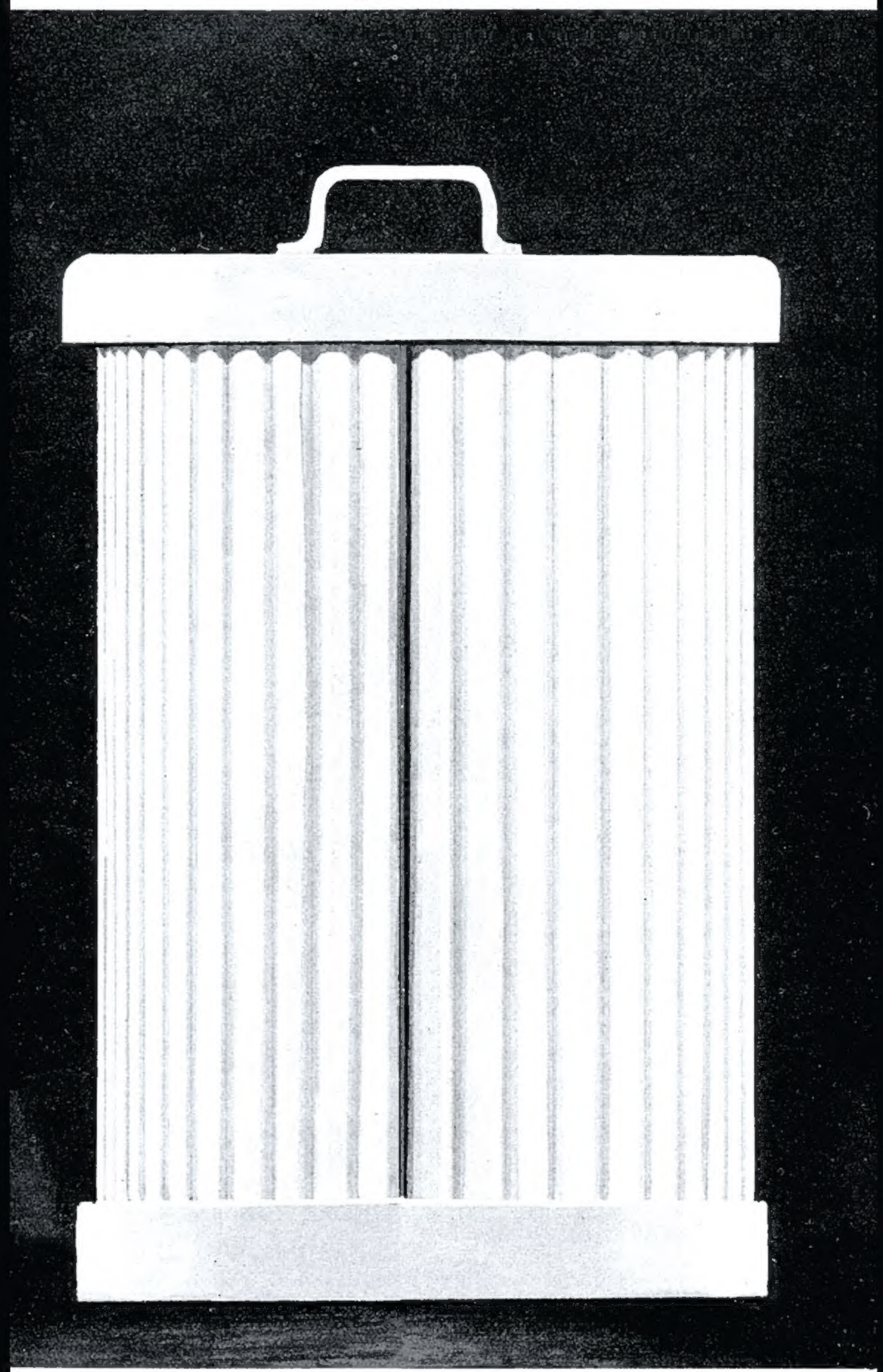

THE SAME
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